Windward Reports' Viral Video Wins Gold "ADDY" Award, Top Honors, Viewers

Software Company Leverages Viral Marketing to Boost Rep and Gain Respect

Boulder, CO, March 07, 2007 – The software company that designs and manufactures Windward Reports, the frontrunner in powerful, easy-to-use reporting tools, has once again been recognized for its innovation. This time, however, the tribute was not to the product itself, but to the clever, cutting edge viral marketing video "Cubicle Wars" produced to promote its brand to programmers. The ADDY Awards competition, the largest and most prestigious in the industry, has bestowed the 2007 Gold ADDY for Interactive Media in the Inland Northwest division to the viral video commissioned by Windward Reports.

"Cubicle Wars," a short video produced by the team Barats and Bereta, was released by Windward Reports in August 2006 to leverage alternative methods of marketing and grab the attention of developers in an off-beat manner. Since then, techies as well as non-techies have taken note of the video, passed it around and have helped generate quite a buzz around both the video and the product that has fueled its existence.

When Cornerbooth Productions submitted "Cubicle Wars" into the ADDY competition this year, it was in hopes of attaining a little creative recognition; what it came out with was something quite different. In addition to winning "Business to Business Best of Division: Interactive Media Best of Show/Electronic," the top award of the night, the Barats and Bereta video also took home top honors among online/television/radio submissions. "Cubicle Wars" will now advance to the regional competition, and if it performs well there, could then be selected to progress to the national/international finals.

Today, the YouTube posting of "Cubicle Wars" has certainly proven the success of Windward Reports' viral marketing campaign. Not only did it allow the company to communicate its key message – that using its software saves developers time – to more than 1,000,000 people quickly and affordably, but it did it in a clever way that both informed and entertained. Snaps to a software company for thinking outside the norm!

For Immediate Release

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About Windward Reports:
Launched in 2002, Windward Reports is the only full-featured, robust J2EE/.NET reporting engine to use Microsoft Word as a layout tool, putting report-design and generation power in the hands of the end user, technical or non-technical. Any Word user can easily and securely create reports with almost no learning curve. Also unique, Windward Reports implements in hours, offers affordable pricing, and offers "prompt, fantastic" technical support via a 24/7 support forum as well as support contracts.

Windward Reports works by merging any XML, SQL or custom data source—or any combination thereof—with a Microsoft Word report template. It feeds data into the template to create a "what-you-see-is-what-you-get report" that can be generated in PDF, .RTF, HTML, WordML, .XLS, SpreadsheetML, .TXT, or multipart-MIME-email format.

Windward Reports runs as a standalone application or in an enterprise computing environment. New releases from Windward include the Windward Arrow, " a turn-key reporting solution that promises to allow business users to design, run, manage and distribute reports without the help of an IT Person. Windward Reports developer, production and portal systems are available for purchase or free trial at www.windwardreports.com.

About Windward Studios
Windward Studios was formed in 1995 to develop innovative software products for both enterprise and individual customers. It has headquarters in Boulder, Colorado.