

News ReL ease

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ADVANOUS RECOGNIZED AS “COMPANY TO WATCH” BY VENTURE FORUM

RICHMOND, VA – Advanous was named as one of the Greater Richmond Companies to Watch by the Venture Forum this evening. In coordination with the Greater Richmond Chamber of Commerce and the Greater Richmond Technology Council, the award is given to innovative companies that add significant value to Richmond’s entrepreneurial business environment through continued success.

“With consistent revenue growth, an innovative pricing management service and a dedicated leadership team, Advanous is a company that represents the vibrant entrepreneurial environment of the greater Richmond area.” said Carl Johnson, Chairman of the Greater Richmond Companies to Watch project. “We’re pleased to present Advanous with this important award.”

“As a long time resident and entrepreneur in the Richmond area, it is an honor to accept this award on behalf of everyone at Advanous that continues to work tirelessly to grow our business and deliver great value to our clients,” said Advanous President and CEO, Erik Bleyl. “Our team is one of the best in the business and we look forward delivering upon the expectations we have set by winning this award.”

The Venture Forum promotes the success of entrepreneurial ventures, and the growth of entrepreneurship in central Virginia. Johnson presented the award to Bleyl at an event at Richmond’s historic Main Street Station.

Advanous, a division of EnterBridge[®] Technologies, Inc., helps distributors generate higher profits through more effective margin management. Advanous delivers increased profits to its clients through Point to Profit, a margin-enhancement service that combines technology, analytics and industry expertise to increase margin performance.

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