



MEDIA RELEASE

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SportLogic wins major award for Product Quality

SportLogic has won the 2008 Australian Business Award in the Product Quality category. The Awards recognise organisations that demonstrate the core values of business excellence, product excellence, sustainability and commercial success in their respective industries.

"We are thrilled to be the winner of the Australian Business Awards. Product excellence has always been a top priority for SportLogic and it is a great honour to be recognised nationally." said Mark Chen, Founder of SportLogic.

The 2008 Australian Business Awards have been presented to fifty-four organisations selected from a field of 1073 entrants across various industries. The Awards Program Director, Tara Johnston, said *"The Australian Business Awards are delighted to recognise SportLogic as recipients of the Product Quality Award. The achievement of SportLogic in developing 'inTennis', a complete software solution for tennis centres, coaches and clubs, has eliminated the need for paperwork and reduced the time needed for administrative tasks. This freedom has allowed tennis centre owners and coaches to dedicate their time to their core business and the growth of their businesses."*

"A key to our success has been the ability to solve business problems through the appropriate combination of the right technology with quality design. In today's competitive environment, tennis business owners are looking for ways to save time and improve operational efficiency. More and more people are looking at computer software for the solution. The inTennis software was created to empower our customers to achieve greater productivity, customer satisfaction and profitability." said Mark Chen.

About Australian Business Awards

The Awards are a national, all-encompassing awards program that honours great performances in the Australian business community. All entries have been rigorously evaluated by an independent judging panel of business experts in accordance with the award criteria across seven main areas: leadership, impact, adaptability, corporate culture, customer and market focus, uniqueness and evidence of success. More information about the Australian Business Awards is available at www.businessawards.com.au.

About SportLogic

SportLogic was founded in 2006 with the mission to develop innovative, reliable and cost effective software solutions for sports. In 2006 it launched the **inTennis**[®] software which for the first time in the tennis industry, enabled tennis centres, clubs and coaches to administer their businesses through a single integrated application.

Today, SportLogic has customers in Australia, the US and the UK. SportLogic has and continues to work closely with industry professionals to ensure the dynamic needs of their businesses are addressed by the **inTennis** product.

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