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PRESS RELEASE

Amazon Consulting, LLC Awarded #3 on Silicon Valley / San Jose Business Journal's Fast 50 List

Amazon Consulting, LLC Awarded #3 on 'Fast 50' List

Mountain View, Calif., September 23, 2005 - Amazon Consulting, LLC a marketing firm with a niche expertise in channel marketing and strategic alliances, announced today that they ranked #3 on the list of The Fastest Growing Privately Owned Companies in the Silicon Valley Area for 2005 by The Silicon Valley / San Jose Business Journal and the accountants of PricewaterhouseCoopers. The 'Fast 50' list acknowledges the fastest-growing companies located in the Silicon Valley area based on their percentage of growth over a three-year period. Award recipients were recognized at a dinner organized by the newspaper, and the announcement was officially made in a special September 23 supplement of the Silicon Valley / San Jose Business Journal.

Diane Krakora, President and CEO of Amazon Consulting, founded the company in 1998 out of her home office, with the vision of redefining partnering as an essential component of business and helping high tech companies increase sales by focusing their need on efficient and effective alliance structures. Many often wonder where the name Amazon Consulting came from. According to Ms. Krakora, "The name Amazon Consulting came from the correlation of the vast and varied ecosystem found in the Amazon rain forest and the complexity and interdependencies found in today's maturing partner programs." Under her leadership and with the help of a small volunteer advisory board made up of professionals from throughout the technology industry, the company now has 20 employees globally and plans to add another 10 over the next year. She also anticipates that revenue will double again by the end of the year to \$2.6 million through a multi-disciplined growth strategy expanding the firm's offerings beyond the core partner consulting services to outsourcing and technology products and services.

"With the recent changes in the technology industry partnering has become an increasingly important component of our client's overall growth strategies. We have seen many of these programs grow organically over the past several years with little regard to strategy." Adds Ms. Krakora, "Our clients understand the value of working with an extended team of experienced partnering professionals like ours who bring an unbiased perspective and a set of proven best practice methodologies to their partner program development. We are proud to provide companies customized, actionable partnering advice and will continue to expand our service offerings to provide added value for our clients."

About Amazon Consulting, LLC

Amazon Consulting, LLC is dedicated to helping high tech clients increase profitability by effectively developing and leveraging partners. Amazon Consulting answers the broadest level of needs, designing programs that support their clients' channel and alliance relationships. Amazon Consulting services range from partner strategy, planning and program framework to tactical writing, design, and program implementation including route-to-marketing planning, partner extranet development, partner surveys and advocacy councils, collateral production and channel sales incentive programs.

To read the entire article or learn more about Amazon Consulting, please visit our website at www.amazonconsulting.com.

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