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**pavliks.com Wins Marketing Initiative Award for the Technology Makeover in
2009 Microsoft Partner Network IMPACT Awards**

Leading Canadian technology partners' commitment recognized at annual Microsoft Awards

Barrie, ON, November 16, 2009 –*pavliks.com* announced today that it has been selected as the winner of the **Marketing Initiative Award** for the Technology Makeover at the 2009 Microsoft Partner Network IMPACT Awards. The seventh annual IMPACT awards recognize excellence across the large and diverse community of Microsoft's Canadian technology partners. The winners were announced at an award ceremony in Toronto on November 12, 2009.

"Our annual IMPACT Awards celebrate the most innovative technology partners who have shown superior service to customers and are real leaders in their respective fields," said Corinne Sharp, National Director, Canadian Partner channel, Microsoft Canada Co. "As true IT heroes, technology partners like *pavliks.com* continue to raise the bar with customers by helping them maximize business performance."

pavliks.com was chosen as the winner in the Marketing Initiative category for the unique and successful Technology Makeover contest. This contest, open to businesses in Simcoe County, allowed business owners to apply to win a \$50,000 Technology Makeover. The content was won by Habitat for Humanity Huronia Restore in August. *pavliks.com* is now helping finalists and other applicants realize their business goals through affordable and realistic technology solutions.

"It is a big honour to receive this award and to be recognized by Microsoft. I am proud of how the community came together to support this initiative. Our Partner such as HP, Microsoft, Integra Graphic Designs, Rogers TV, Huronia Business Times, Rock 95 and KOOL FM all committed significant time and effort into making this contest a success. It makes you feel good when so many people and organizations invest in the local community." says Ian Pavlik, President of *pavliks.com*.

About the Microsoft Partner Network IMPACT Awards

In 2003, Microsoft Canada replaced all of its previous technology partner awards with a unified network that also recognizes customer service, marketing, and contribution to the community. The IMPACT Awards include categories that recognize top technology partners for excellence in five categories: IAMCP Canada Partner of the Year; Solution Awards; Business Awards; Marketing Awards; and Community & Initiative Awards.

The Microsoft Partner Network IMPACT Awards are open to Systems Integrators, Large Account Resellers, Direct Market Resellers, Value Added Resellers, Distributors, Systems Builders, Authorized Education Resellers, Certified Partners for Learning Solutions, Microsoft Certified Partners, Independent Software Vendors, Channel Suppliers, Microsoft Business Solutions (MBS) Partners and Original Equipment Manufacturers.

For a list of all 2009 winners, and more information on the Microsoft for Partner IMPACT Awards, please visit <http://www.microsoft.ca/awards>.

About *pavliks.com*

pavliks.com has been doing business in Simcoe County for 40 years. We provide computer networking and infrastructure services, website development, hosting and content management systems, software development and Microsoft Dynamics CRM services.

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