



Monica Martino

## News Release

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### **Accudata Technologies CTO Monica Martino Honored at *Dallas Business Journal's* Women in Business Awards**

**DALLAS – July 16, 2009** – Accudata Technologies ([www.accudatatech.com](http://www.accudatatech.com)), a leader in data-validation service, and its Chief Technology Officer Monica Martino were recognized by the *Dallas Business Journal* today at the second-annual Women in Business Awards at the InterContinental Dallas hotel. Martino was named to the 2009 “Top 25 Women to Watch” list for her outstanding accomplishments with Accudata and subsidiary Privus Mobile ([www.privusmobile.com](http://www.privusmobile.com)). She joined the other recipients and guests at the annual awards luncheon held in their honor.

2008 was an exciting year for Accudata. Martino helped the company successfully land a U.S. Patent that enabled Accudata to call itself America’s most accurate telephone number-validation service provider. The patent states that Accudata’s invention can create, accept and track database queries in the more commonly used protocols, such as IP, and translate them into proprietary or legacy protocols in real or near-real time. As a result, the technology allows Accudata and its customers to better manage risk with

respect to call or transaction processing. Also, it led to the development of Privus Mobile, combining the patent and her own ingenuity and utilizing Accudata's comprehensive databases to provide actual Caller ID to smartphones for the first time.

Privus Mobile enabled the company to enter the consumer market and provide millions of smartphones operating on various networks with the ability to receive a caller's information from numbers not stored in the call recipient's contact list. Privus Mobile received more than 3,500 downloads in the first three days when it launched for Windows Mobile and BlackBerry devices. Since then, the company has continued to flourish under Martino by becoming available on every major smartphone platform, including Symbian S60, Android and Apple's iPhone, which launched with more than 2,000 downloads in the first week.

"This past year has been a whirlwind of excitement for both Accudata and Privus Mobile and that success can be largely attributed to Monica's hard work and dedication," said Accudata CEO Greg Smith. "Since Monica has been CTO, Accudata has been named to the Metroplex Technology Business Council's annual Tech Titans/Fast 50 list six times and continues to experience excellent annual growth in revenues. Also, Privus Mobile's Caller ID service was named 'Best BlackBerry Evolution' at the Handango Champion Awards. This recognition by the *Dallas Business Journal* is a tremendous honor, and we're so fortunate to have a true innovator like Monica helping pave the way for Accudata, Privus Mobile and women in the workforce – especially those working in the telecom technology arena."

Earlier this year, Martino was honored as an Ernst & Young Southwest Area Entrepreneur of the Year Nominee. She is the author of five issued patents with an additional 11 patents pending. In addition to spearheading the company's expansion into the consumer marketplace with both her technological insight and unique business strategy, Martino's efforts to incorporate tuition assistance, employee contribution matching and 401(k) support into Accudata's Employee Benefit Plan led to a two-year, 100 percent employee-retention rate. She is an active member of the Women in Business

Group of the Allen Chamber of Commerce. As a cancer survivor, Martino devotes much of her spare time toward local activities that raise money for organizations associated with the fight against similar chronic illnesses.

“Accudata is a great example of the types of companies that have gotten their start in Allen,” said Robert Winningham, Executive Director/CEO of the Allen Economic Development Corporation. “They are characterized by an ongoing commitment to excellence and growth, to the well-being of their employees and the community. We congratulate Monica on the well-deserved achievement.”

### **About Accudata Technologies**

*Multi-award winning Accudata Technologies provides flexible access to data validation through innovative approaches to data transmission. The company serves as an access hub for validating information associated with traditional, mobile and IP-based telephone numbers. Its validation services include translating information between diverse protocols such as SS7, PSTN and IP in order to access local number portability and line information databases (LIDBs), name and address information (BNA) and bankcard transaction verifications. Additional information regarding Accudata can be found on the company's Web site: [www.accudatatech.com](http://www.accudatatech.com).*

### **About Privus Mobile**

*I D YOU LLC, a wholly owned subsidiary of Accudata Technologies, has launched the industry-first Privus Mobile service, which provides true Caller ID service to wireless handsets, giving users greater control over who they talk to and when. Privus Mobile is available for Windows Mobile, Android, Symbian and BlackBerry devices through Handango, Handmark, Privus Mobile's Web site, Mobile2Day, and BlackBerry App World. Privus Mobile's iPhone application, iPrivus, is available at the App Store.*

*I D YOU LLC, which is focused on providing the most comprehensive Caller ID service available, is headquartered in Allen, Texas. For more information, visit [www.privusmobile.com](http://www.privusmobile.com).*