



Creative Realities, Inc.

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For Immediate Release

**CREATIVE REALITIES MAKES INC. MAGAZINE'S
FIRST-EVER LIST OF
THE 5,000 FASTEST-GROWING COMPANIES**

NEW JERSEY, November 1, 2007 – *Inc. magazine has ranked Creative Realities, Inc. (www.cri.com) on its first-ever Inc. 5,000 list of America's fastest-growing private companies.*

The Inc. 5,000, an extension of Inc.'s annual Inc. 500 list, catches many businesses that are too big to grow at the pace required to make the Inc. 500, as well as a host of smaller firms. Taken as a whole, these companies represent the backbone of the U.S. economy.

"The Inc. 5,000 provides the most comprehensive look ever at the most important part of the economy – the entrepreneurial part," said Inc. 5,000 Project Manager Jim Melloan.

Creative Realities, a technology firm that creates "wow environments" and customer experiences for organizations in the fields of Retail, Hospitality, Entertainment, and Education, made the list by raising its revenues from \$4.2M in 2003 to \$17.8M in 2006 – for an enviable growth rate of 323.5%.

Founder and CEO, Jason Friedman, credits his company's success to, among other things, its approach to new business. Says Friedman: "When prospective customers call, they often have a predetermined technological solution in mind. Rather than trying to make a fast sale, we take time to understand what they're trying to do with the technology. In other words, what's the bottom line business result they're aiming for?"

"Do they want the technology to help them sell a specific product? Do they think it will create customer loyalty? Do they want it to act as a differentiator and capstone for their brand?"

"Each of those goals requires a different solution. Once we understand the prospect's underlying business goal, then we can fashion a solution that creates meaningful value for them. Before we understand that, though, we will not take on a new client."

Being named to the Inc. 5000 list has fueled Friedman's vision about new heights for his business: "I've read about how some pretty illustrious companies in the past have made the Inc. 500: Oracle, Domino's, Timberland, Jenny Craig.

"And a little firm named Microsoft.

"I realize we have a ways to go, but it gives us something to shoot for."

(continued)

Methodology

The 2007 Inc. 5000 list measures revenue growth from 2003 through 2006. To qualify, companies had to be U.S.-based and privately held, independent – not subsidiaries or divisions of other companies – as of December 31, 2006, and have had at least \$200,000 in revenue in 2003, and \$2 million in 2006.

Companies can apply for next year's Inc. 500 and Inc. 5,000 by registering with IncBizNet, the new social network for private companies that will launch this fall on Inc.com.

About Inc.com:

Inc.com, the Daily Resource for Entrepreneurs, delivers advice, tools, breaking news, and rich multi-media to help business owners and CEOs start, run, and grow their businesses more successfully. Information and advice covering virtually every business and management task, including marketing, sales, finding capital, managing people can be found at <http://www.inc.com>.

About Creative Realities

Creative Realities, Inc., headquartered in Fairfield, New Jersey, is a technology firm that creates wow environments and customer experiences for midsize and Fortune 1,000 companies. Much of their work is done in the retail, hospitality, entertainment, and education fields, where they've helped create customer experiences for stores, malls, hotels, banks, sports facilities, performing arts centers, and guerrilla marketing events. Creative Realities' clients include Bank of America, Samsung, Time Warner, and TiVo. For more information, visit www.cri.com.

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