



Press Release

For Immediate Release

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Avencia Incorporated Announces New Company Name – Azavea Inc.

Leading Philadelphia-based Geographic Information Systems (GIS) Software Design and Development Firm Changes Name

Philadelphia, PA – March 4, 2010 – Avencia Incorporated announced today that it has changed its name to [Azavea Inc](#) – pronounced like ‘azalea’. The reason: After becoming the target of a trademark dispute that sought to have Avencia’s registered trademark cancelled 3 years ago, Robert Cheetham, Avencia’s President and CEO, has decided to end the dispute in order to preserve the financial health of the firm and to focus on the company’s mission and commitment to impeccable service for its clients.

“We now have a choice to continue defending ourselves in federal court, but it has already cost our company far more than we ever expected, and has reached the point where our continued defense will jeopardize the financial stability of the firm, and that is simply not acceptable,” said Robert Cheetham, Avencia’s President and CEO.

Avencia was founded in 2000 by Robert Cheetham to build innovative location-based web solutions and perform spatial analyses to enhance decision-making processes in order to promote the emergence of more [dynamic, vibrant, and sustainable communities](#).

Azavea’s mission will remain the same as Avencia’s. The firm will continue to work on projects with strong social value and create software that brings together the best aspects of geography and the web. The company remains committed to providing its clients access to advanced geospatial technologies (GIS) through highly-crafted and easy-to-use web and mobile solutions, and personalized geospatial analysis services.

Cheetham adds, “More than ever, we aim to combine our experience solving tough geospatial problems, commitment to tailored service, and a genuine desire to “do well by doing good” in order to help our clients create stronger communities.”

In addition to its research, analysis and software development services, the firm will also continue to offer the same web products that serve a wide variety of industries:

[Cicero](#) – Web API for legislative district matching and elected official information

[Sajara](#) – Web-based geographic collection management software

[Kaleidocade](#) – Web-based geographic indicators and data reporting, visualization and analysis software

[DecisionTree](#) – Web-based geographic planning and location prioritization software

[HunchLab](#) – Web-based geographic crime visualization, early warning and risk forecasting software

Since its inception, the company has garnered recognition from peers and in the press. It received such awards as the ESRI Business Partner of the Year and ESRI Foundation Partner of the Year awards in 2006 and 2007 respectively as well as a Special Achievement in GIS award. In 2009, the firm was ranked in the [Inc. 500|5000](#) and the [Inner City 100](#) lists of the fastest-growing companies nationwide, as well as in the [Philadelphia 100 list](#) of the fastest-growing companies in Philadelphia.

With these achievements, Azavea is poised for continued success and growth. Effective immediately, all future business activity will be conducted using the new name. There has been no change in the company's management or ownership, and it will maintain its headquarters in Philadelphia, PA.

About Azavea (formerly Avencia)

[Azavea](#) is an award-winning geospatial analysis (GIS) software development firm specializing in the creation of location-based web and mobile solutions, as well as geospatial analysis services to enhance decision-making processes. Azavea is committed to working on projects with a strong social value component in order to promote the emergence of more [dynamic, vibrant, and sustainable communities](#). Each of Azavea's projects, products and pro bono engagements showcases this commitment. Azavea is a certified [B Corporation](#). For more information, visit www.azavea.com

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