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FOR IMMEDIATE RELEASE

Blue Triangle Technologies CEO, Donald Foss To Speak at The Chamber of Commerce's 5th Annual Virginia Economic Summit

Virginia Governor Terry McAuliffe to Host Event

Richmond, VA – December 3, 2014 – Blue Triangle Technologies, a strategic, results-oriented emerging leader in eCommerce and multi-platform commerce analytics, has announced CEO Donald Foss will participate on the Game Changers panel during this year's Virginia Chamber of Commerce's 5th Annual Economic Summit. The event is planned for Friday, December 5th, 2014 from 9:00 AM to 2:00 PM ET at the Williamsburg Lodge & Conference Center in Williamsburg, VA. The panel is comprised of successful business thought leaders in the region and will explore how innovation and entrepreneurship are both empowering Virginia's economy and enhancing the commonwealth's competitiveness.

The summit organizers are expecting over 700 attendees from throughout the region, bringing together Virginia's most important, effective business men and women for an engaging discussion on "Innovating Virginia's Future." Governor Terry McAuliffe will provide luncheon remarks and unveil his *Virginia New Economy Strategic Plan*, which reportedly outlines his administration's five economic priorities: "Project Ready" Infrastructure, Diversified High-Growth Industries, Preeminent Business Climate, Innovation and Entrepreneurs, and Skills to Jobs Workforce.

Following lunch, Jennifer Ives, Director of Strategic Growth at LiveSafe, will both moderate and participate on the Game Changers panel. The goal of the panel is to highlight how entrepreneurs in the region are leveraging the latest technologies to become global leaders in innovation, thereby helping grow Virginia's economy.

"The audience will hear from leading entrepreneurs and innovators about proven successful strategies they've used; things that can also strengthen Virginia's ability to attract and grow companies. Our goal is to continue to grow the Commonwealth, making it an ideal location for research and innovation", said Foss.

In addition to Foss, and Ives, other panelists include Rebecca Hough, CEO of Evatran, and Brooke Salkoff, CEO/founder CampEasy, Venture Partner Disruption Corporation & Crystal Tech Fund.

"It is an honor to participate on the Chamber of Commerce panel Game Changers this year, said Foss. "There are some great things happening in the world of small and start-up business. The value of such programs and the representation by Virginia's leadership and entrepreneurship

community is critical to Virginia's long-term success as a tech hub. We are pleased to be selected to participate in this year's event. We expect it to be informative and practical to all who attend."

For more information about the 5th Annual Virginia Summit, contact Karen Surmacewicz
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About Blue Triangle Technologies:

Blue Triangle Technologies are the makers of eRevenueView and eRevenueAccess, products that measure real users conducting real transactions, and correlates the impact that speed has on shopping cart conversion rates. This is strategic information that enables better business decisions by providing performance targets to online and mobile merchants that lead to significant increases in site revenue.

To learn more about Blue Triangle Technologies visit the company's website at www.bluetriangletech.com or call them on 804.723.2446. Join the Conversation on Twitter #InnovateVA @VACHamber @eRevenueView

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