



FOR IMMEDIATE RELEASE
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Business and Technology Company launches community-based campaign “Give to Get”

Winnipeg, Canada — In an effort to understand what drives organizations to be better, Protegra has launched a campaign merging online and grass-roots feedback. The company has deployed various online activities to drive people to their website at www.protegra.com where a feedback form is available. Face-to-face feedback at the community level is also being conducted.

The approach is consistent with the philosophy of the company, one based on the spirit of inclusiveness. “The campaign is our way of showing the community how we function,” says Wadood Ibrahim, Protegra’s CEO. “We’ve worked this way with our clients all over the world since we began in 1998. Internally, we encourage employees to participate in key decisions affecting project work and the management of our company, and we give all employees the opportunity to invest in the company’s future.”

With the advent of communication technologies, online feedback has become a very useful activity, adds Ibrahim. “By incorporating it at the community level, we merge technology with human contact. People can fill out surveys online, or they can provide feedback face-to-face. Merging business and technology with people is what we’re all about.

“We are asking the business community what moves, motivates and drives them, in order to truly understand what makes organizations better. We want to know if we are giving them the information and services they need, and the best way to do that is to ask them.”

One of Canada’s fastest growing companies, Protegra provides Business Performance Consulting and Information Technology Solutions to organizations in Canada, the United States, Europe and Asia. In addition to software development and virtual IT services, Protegra offers business process improvement, executive-level innovation workshops and strategic planning.

Participants completing Protegra’s feedback qualify to win a 30 MG video iPod (\$299 value).

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