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**DAILY GROMMET RECOGNIZED AS ‘MOST INNOVATIVE BUSINESS STRATEGY’ WINNER
AT THE
2010 MITX TECHNOLOGY AWARDS**

*Seventh Annual Awards Celebrates New England’s Most Inventive Technology
Advancements*

Cambridge, Mass.—June 3, 2010— Daily Grommet, an online marketplace for consumers to discover and buy unique products while learning the stories behind them, has been selected as a winner at the Seventh Annual MITX Technology Awards in the ‘Most Innovative Business Strategy’ category. The program kicked off New England Innovation Month by lauding local development and implementation of technologies in the digital industry. Winners were announced in eleven categories, in addition to several “Best of” awards and PricewaterhouseCoopers Promise Awards, at the ceremony attended by more than 350 industry professionals held on June 2 at the Marriott Copley Plaza in Boston.

“At Daily Grommet, we make everyday people the core of our business model, so to be recognized for our innovative business strategy is a tribute to all consumers who care about what they are purchasing,” said Jules Pieri, CEO and founder of Daily Grommet. “For MITX to recognize that Daily Grommet is unique, forward-thinking and making an impact is a huge honor.”

Daily Grommet’s innovative business strategy stems from the company’s original Citizen Commerce model. When consumers visit Daily Grommet, they’re empowered to make more informed purchase decisions and submit their own discoveries. Everyone



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participates in the process, creating a more direct connection between buyer and seller, thus demanding a greater responsibility to make top products and for people to purchase items they really believe in.

“The Finalists and Winners of the MITX Technology Awards are some of the most dynamic, creative thinking companies in the digital space, introducing solutions and advancements that embody what the Mass Tech Hub stands for – a hub of technology excellence, innovation and collaboration,” said Kiki Mills, president of MITX. “MITX advocates for their recognition and growth, as they are a vital contributor to the region’s economy and clout in the technology industry.”

The MITX Technology Awards program is sponsored through the generous support of: [The Atom Group](#), [Compete](#), [DLA Piper](#), [LEWIS PR](#), [Onward Search](#), and [PricewaterhouseCoopers](#). Creative and Supporting partners also included: [Command Identity and Brand Design](#), [Corey Mechanic](#), [Height&Hands](#), [massAV](#), and [VentureFizz](#).

For the complete list of winners and other information, please visit the [MITX Awards Web site](#).

About Daily Grommet

Daily Grommet, based in Lexington, Mass, is a curated online marketplace featuring products of great utility, style and invention. The Grommet staff discovers unique products, tests them, and produces video reviews telling the story behind each creation. By eliminating barriers between consumers and suppliers, Daily Grommet offers a powerful new e-commerce model – the first true Citizen Commerce platform. Just as Citizen Journalism has disrupted traditional news media, Citizen Commerce is reshaping the commerce experience, enabling consumers to use their purchasing power to participate directly in the discovery and success of products in the marketplace. Discover the story behind inventive and inspiring products at www.dailygrommet.com.

About MITX

Established in 1996, The Massachusetts Innovation & Technology Exchange (MITX) is the region’s premier professional organization for the Internet business and marketing industry. Reaching more than 7,500 professionals in New England, MITX is the community for thought leadership, building business relationships and professional training and development. Members of the MITX community take advantage of events,



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sponsorships, speaking opportunities and networking to make business connections and exchange ideas. With more than 60 events annually, MITX provides its members with the opportunity to promote their companies to targeted audiences and provides a valuable forum for networking with other likeminded peers to source potential business leads, partnerships, ideas, and funding. MITX is headquartered in Cambridge, MA. Visit us at www.mitx.org.

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