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ThinkWise, Inc. Honored as One of the 2009 “Michigan 50 Companies to Watch”

Grand Rapids, Mich., April 22 – ThinkWise, Inc. has been recognized as one of the 2009 “Michigan 50 Companies to Watch,” an awards program sponsored by the Edward Lowe Foundation and presented by Michigan Celebrates Small Business.

ThinkWise will be honored at an awards ceremony during the fifth annual Michigan Celebrates Small Business event, April 30 in Lansing, Mich.

“In today’s economy, Companies to Watch has become a real game changer,” says Penny Lewandowski, director of entrepreneurship development at the Edward Lowe Foundation, a nonprofit operating foundation based in Michigan. “It changes the conversation from slow-growth, layoffs and closings, to companies that are expanding, hiring, and moving beyond traditional markets.”

“Presenters of the Michigan program recognized this potential since its inaugural year, five years ago,” Lewandowski says. “With a vow to find 50 new companies to celebrate each year, Michigan 50 Companies to Watch is now 250 strong. These are the companies that sustain Michigan through tough times and are transforming how the rest of the nation views the state.”

ThinkWise is revolutionizing the way organizations align and develop their most valuable resource – people. The integrated talent management and on-demand learning solution is available via web-based subscriptions and has created a system that embeds world-class processes and tools in a simple to use interface. Most recently, ThinkWise has partnered with CPP, the publishers of the Myers-Briggs® Assessment, to create the Myers-Briggs® ThinkBox on-demand learning solution. This web-based solution provides the millions of people who have taken the Myers-Briggs® personality assessment with videos, tips, eCoaching, and tools for personal development and working more effectively with teammates.

“I am extremely proud of our team and honored to have been selected as one of the 50 Michigan companies to watch,” stated ThinkWise CEO Roger Jansen, PhD. “To be included with so many other great companies that are daring to innovate, expand, and take risks in this uncertain economy is an inspiration.”

Companies nominated for the “Michigan 50 Companies to Watch” list must be second-stage companies, defined as having 6 to 99 full-time-equivalent employees and generating \$750,000 to \$50 million in annual revenue or working capital from investors or grants. In addition, the companies must be privately held and headquartered in Michigan.

Winners were selected by judges from the banking, economic development, entrepreneurship development and venture capital communities. Judges evaluated the nominees’ demonstrated intent and capacity to grow based on one or more of the following:

- Employee or sales growth.
- Exceptional entrepreneurial leadership.
- Sustainable competitive advantage.
- Other notable factors that showcase the company's success.

Michigan 50 Companies to Watch is presented by Michigan Celebrates Small Business. National City, now part of PNC, is the lead underwriter for Michigan Celebrates Small Business. Other supporters include Clark Hill PLC, Michigan Economic Development Corporation, Accident Fund Insurance Company of America, Michigan Certified Development Corporation, IBM and Dynamic Edge.

Michigan Celebrates Small Business is presented in association with the Michigan Economic Development Corporation, Michigan Small Business & Technology Development Center, Small Business Association of Michigan, the U.S. Small Business Administration and the Edward Lowe Foundation.

Information about the 2009 Michigan 50 Companies to Watch program can be found at <http://Michigan.CompaniesToWatch.org>. For information about Michigan Celebrates Small Business, visit <http://MichiganCelebrates.biz>.

About ThinkWise, Inc.

ThinkWise is a leading developer of integrated talent management and development solutions, including ThinkBox, the innovative on-demand learning solution that is redefining online development. The full ThinkWise solution is an integrated set of tools designed to be simple, user-friendly, and flexible – providing modules for making smarter hiring decisions, aligning strategies and goals, providing performance feedback, and developing leadership competencies. The development module, ThinkBox, provides a vast library of on-demand resources including expert videos, avatar-guided eCoaching modules, interactive tips, articles, book summaries, and toolkits – all designed to be short and instantly applicable. ThinkWise, founded in 1999, is an eclectic mix of experts including psychologists, HR professionals, instructional designers, MBAs, experienced business executives, and developers who continue to re-shape the way organizations select, align, and develop their people. For more information about ThinkWise, visit www.ThinkWiseInc.com.

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