

Rick Nelson Selected As Event Chair For Sacramento's Liquidity Event

Honoring Local Entrepreneurship

For immediate release:

Roseville, CA, July 2010 - Rick Nelson, CEO of Direct Technology, has been selected as the Event Chair for the third annual Liquidity Event. Nelson will be joined by co-chairs John Frisch, Cornish & Carey and Dave Cloninger, The CAL Group, Merrill Lynch Global Private Client. The event will honor Winnie Comstock-Carlson as the Social Entrepreneur of the Year, the achievement and talent of business leaders in the Sacramento community and three local companies that have recently displayed successful entrepreneurship.

"Sacramento continues to foster the growth of great California companies," said Nelson. "It's an honor to recognize those who have demonstrated the courage and fortitude to succeed."

Proceeds from this event will go toward the following organizations which provide unique opportunities for the growth and development of companies in the Sacramento region: **The Entrepreneurs Organization (www.eosacramento.com)**, **The Sacramento Angels (www.sacangels.org)** for the support of SACE, Big Bang & SEA and SARTA (www.sarta.org).

The Liquidity Event will take place on Thursday, January 13, 2011 at the Hyatt Regency Grand Ballroom in Sacramento from 5:30 p.m. to 7:30 p.m. and will once again be emceed by Sacramento's mayor Kevin Johnson.

Direct Technology looks forward to continuing community support and service in the Sacramento area. For more information about the Liquidity Event or other charitable efforts, please contact:

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About Direct Technology:

Direct Technology, www.directtechnology.com, is a technology consulting firm founded in 1995 with offices in Roseville, CA and Bellevue, WA. Direct Technology's unparalleled level of knowledge and expertise solves its client's most complex business problems with technology solutions across the following practice areas: Custom Software Development, IT Networking and Professional Services. Direct Technology is recognized for its highly experienced teams who use an innovative and forward thinking approach when offering services to their Fortune 500 and mid-market clients across various industries.

