

## Sunrise Technologies wins prestigious Microsoft Distinction in Marketing Award

*Web Marketing proves to be a best practice in lead generation*

Winston-Salem, North Carolina June 29, 2010 –Sunrise Technologies today announced it is the recipient of the prestigious Microsoft Distinction in Marketing Award for Overall Best Marketing Campaign.

The 2010 Microsoft Distinction in Marketing Awards has been granted to companies who demonstrated a focused marketing campaign for various Microsoft Dynamics products during Microsoft's fiscal year 2010. Recipients were selected from nominations and the winners were chosen based on marketing objectives, plans, and results deployed in Microsoft's FY10. Winners were recognized in five categories: New Lead Generation, Existing Customer, ISV, Industry Targeted, and the Overall Best Marketing Campaign. The Overall Best Marketing category recognizes the best marketing effort amongst all categories.

Sunrise Technologies was granted the Overall Best Marketing Campaign award for its work associated with the marketing of the [ERP solution, Microsoft Dynamics AX](#). Sunrise developed and executed a strategic and integrated Web marketing campaign that included a mix of Web activities, such as Pay Per Click, Search Engine Optimization, and a [Virtual Online Office](#), that featured their vertical expertise and customer evidence stories.

“We're pleased to congratulate Sunrise Technologies for its outstanding integrated Web marketing campaign, which is a direct reflection of their commitment to Microsoft Dynamics AX and the customers they serve,” said Darlene Perfetto, Senior Director, U.S. Microsoft Dynamics National Managed Partners. “Sunrise sets the bar for marketing excellence and plays a very important role in the growth and success of Microsoft Dynamics.”

“We are extremely proud to have received the Overall Best Marketing Campaign award from Microsoft,” states Amber Kirkman, Marketing Manager of Sunrise Technologies. “This award is a true reflection of the hard work that all of our employees put into promoting Sunrise Technologies and Microsoft Dynamics AX, our outstanding partnership with Microsoft, and the unbelievable marketing outlet that we have at our fingertips, the World Wide Web.”

[Sunrise Technologies](#) is a [Microsoft Gold Certified Partner](#) and a member of the Microsoft Dynamics™ Inner Circle, an elite group of the most strategic Microsoft Dynamics partners from across the globe whose sales achievements rank them in the highest echelon of the Microsoft Dynamics global network of partners. Sunrise specializes in the [Microsoft Dynamics AX ERP solution](#) for manufacturing, distribution, and retail, vertically focused on apparel, footwear, furniture, and CPG distribution. Sunrise Technologies is a global company with its corporate headquarters in the Piedmont Triad Research Park of Winston-Salem, North Carolina. Sunrise has regional offices in Dallas, Texas, Los Angeles, California, and Xi'an, China, as well as a Virtual Office at [www.sunrise-ax.com](http://www.sunrise-ax.com).