

**FOR IMMEDIATE RELEASE**

## **Plexent Joins Top Tier of Dallas 100™ Fastest-Growing Private Companies with 700-percent Growth**

*Enterprise IT service management provider ranks in Metroplex's top third in 16<sup>th</sup> annual awards from SMU Cox Caruth Institute for Entrepreneurship*

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**DALLAS – Nov. 20, 2006** – Plexent, an IT service management (ITSM) firm and leading provider of IT-focused, standards-based intellectual property known as itDNA<sup>®</sup>, was recognized as one of the top 30 fastest-growing entrepreneurial companies in the Dallas area. Plexent's more than 700-percent revenue growth from 2003 to 2005 landed the firm in the 2006 Dallas 100™ among the 100 fastest-growing privately held companies honored at the 16<sup>th</sup> annual awards ceremony November 15 at the Meyerson Symphony Center in Dallas.

Founded in 2001, Plexent has achieved consistent quarterly profitability since itDNA's launch in 2003. The company's team of more than 40 senior IT consultants supports Fortune 500 enterprises and government agencies across the United States with IT service management, consulting, training and business technology services that reduce reliance on outsourcing and outside consulting for process improvement.

“Plexent's success is a testament to our team's dedication to the core values that enable us to truly impact client organizations nationwide: unparalleled customer service, employee empowerment and respect, integrity in our relationships and commitment to our community,” said Gordon Brown, founder and president of Plexent. “Inclusion among this prestigious and dynamic group of Metroplex businesses is an honor – we are proud to be headquartered here and appreciative to be thriving in this innovative, entrepreneurial and high-growth business environment.”

Representing \$3 billion in combined annual sales and an average annual growth rate of 208 percent, the 2006 Dallas 100 companies were selected and ranked based on increased growth in sales, giving weight to percentage of growth and absolute dollar growth in the preceding three years. Recognized companies demonstrated the following required characteristics:

- Independent, privately held corporation, proprietorship, or partnership (not a subsidiary of a parent company) as of May 1 in the year of the event
- Headquartered in the Dallas area
- Sales of more than \$500,000 in the fiscal year three years before the annual event
- Sales of not more than \$65 million in the fiscal year three years before the event
- A three-year sales history reflecting growth (2003-2005)
- A credit report and character satisfactory to the Dallas 100, determined at the sole discretion of the Dallas 100

Plexent is one of few companies that has developed a framework, methodology and knowledge base that puts ITIL®, ISO®, CobiT® and CMMI® standards into practice, allowing companies' IT operations to support and enhance core business objectives. Plexent's itDNA is a multidimensional model containing a rich set of intellectual property that enables organizations to precisely focus on the processes needed to achieve improvements in productivity, efficiency and return on investment. Leveraging itDNA, Plexent consultants empower organizations to achieve operational excellence through the adoption of a service-focused, process-oriented, cost-effective approach to IT.

Plexent's intellectual property, growth and proven success has also been recognized through honors including 2006 Ernst & Young Entrepreneur of the Year – Southwest Area Finalist and the 2005 Titan Fast 50 from the Metroplex Technology Business Council, ranking fourth among the 50 fastest-growing technology companies in the Dallas-Fort Worth area, based on five-year and single-year revenue growth.

**About Plexent:**

Founded in 2001, Plexent is a leading provider of intellectual property, itDNA®, servicing Fortune 500 companies, medium-sized businesses, government agencies and other organizations. The company's offerings span IT service management; consulting, training and development, intellectual property and business technology services. Plexent has expanded the architecture of the IT Infrastructure Library (ITIL®) framework and developed a product, itDNA, which integrates with and expands ITIL, ISO®, CobiT® and CMMI® standards. itDNA affords Plexent's customers the capability to lower costs and shorten timeframes related to ITIL, service management, compliance and governance initiatives. For more information, please visit: [www.plexent.com](http://www.plexent.com).

**About the Dallas 100™ & Caruth Institute for Entrepreneurship:**

Co-founded by the Caruth Institute for Entrepreneurship in 1990, the Dallas 100™ Awards is an annual event that identifies and honors the 100 fastest-growing privately held companies in the Dallas area. To qualify for the Dallas 100™, a company must meet a number of criteria based on its legal status, location, sales history, credit report, and character. For more information, please visit: [www.cox.smu.edu/centers/caruthentrepreneurship/dallas100/about](http://www.cox.smu.edu/centers/caruthentrepreneurship/dallas100/about).

The Caruth Institute for Entrepreneurship was established at Southern Methodist University by W.W. Caruth, Jr. in 1970. The Institute offers education and training for today's entrepreneur who competes in a rapidly changing, fast paced, technology-driven environment. For more information, please visit: [www.cox.smu.edu/centers/caruthentrepreneurship](http://www.cox.smu.edu/centers/caruthentrepreneurship).

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