

EMBARGO UNTIL

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2015 Technology Impact Award Winners Announced

Celebrating Local Companies on the Global Stage

Vancouver, BC, June 4, 2015 – The BC Technology Industry Association (BCTIA) today announced the Winners of the 2015 Technology Impact Awards (TIAs), marking its 22nd year recognizing excellence in the BC technology industry. Taking top honours were intelligent wireless solutions leader Sierra Wireless (NASDAQ: SWIR) (TSX: SW), who received Company of the Year distinction, and local entrepreneur and mentor Jeff Booth, President and CEO of BuildDirect, who was named the 2015 Person of the Year.

“The number of home grown success stories coming out of the BC tech industry is truly remarkable,” said BCTIA President and CEO, Bill Tam. “Companies like Sierra Wireless and BuildDirect exemplify the growing success of companies that are anchored in BC and dominate their market spaces globally,” Tam added. “Along with their fellow TIA Winners, they are paving the way for a growing number of anchor companies in BC in the years ahead.”

The 2015 Technology Impact Award Winners are:

Company of the Year – Sierra Wireless

Global Leader Building the Internet of Things

Sierra Wireless (NASDAQ: SWIR) (TSX: SW) is building the Internet of Things with intelligent wireless solutions that empower organizations to innovate in the connected world. They offer the industry's most comprehensive portfolio of 2G, 3G and 4G embedded modules and gateways, seamlessly integrated with their secure cloud and connectivity services. Sierra Wireless has more than 950 employees globally and operates R&D centers in North America, Europe and Asia.

www.sierrawireless.com @SierraWireless

Person of the Year – Jeff Booth, President & CEO, BuildDirect

Stay in the Game: Building a Billion Dollar Company in BC

Having co-founded BuildDirect in 1999, Jeff Booth has seen more than his fair share of ups and downs in the industry, and through it all, his advice to entrepreneurs has been the same – stay in the game and keep iterating until you figure it out. Despite the demands on his time, Jeff has continued to be an advocate for the BC tech community, often speaking to the importance of ‘paying it forward,’ and urging others to do the same. Jeff is a passionate, selfless, and inspiring leader, and his mentorship and guidance will help to propel future generations of tech entrepreneurs as they build billion dollar companies of their own in British Columbia. www.builddirect.com @builddirect @jeffbooth

Emerging Company of the Year – Cooledge Lighting Inc.

Reimagining Light – Cooledge Lighting is a pioneer in scalable lighting products that can be easily incorporated into a building by architects and lighting designers, and simply installed by builders and contractors without specialized knowledge or training. The privately held company is based in Vancouver, Canada with offices and operations in the United States and Germany.

www.cooledgelighting.com @CooledgeLtg