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Guru.com Tops the Service Provider Category at Pittsburgh's 2009 Tech 50 Awards

Contributions to Job Growth and Entrepreneurialism Recognized by the Pittsburgh Technology Council

Pittsburgh, PA — October 20, 2009 — Guru.com—the world's largest online marketplace for freelance talent, was honored last Thursday at the Pittsburgh Technology Council (PTC)'s 2009 Tech 50 Awards as the Service Provider Industry Leader. The company has ranked among the Top Ten Service Providers in Southwestern Pennsylvania for the last seven, consecutive years. Its recent efforts to improve the viability of online freelancing as a secure alternative to traditional labor earned Guru notable distinction during this year's ceremonies.

"Given the hardships that economic and labor markets have recently faced, it is a great honor to be chosen as this year's Leader in the Service Provider Industry Category," said Inder Guglani, CEO and Founder of Guru.com. "The primary service of Guru.com is to empower the delivery of quality freelance services by skilled specialists locally, nationally and globally; as such, success for Guru.com signifies the success of independent service providers throughout our region and our world alike."

Recent innovations on Guru.com have focused on improving the quality and reliability of freelance services for Employers in need of specialized talent. In January, Guru.com became the only freelance marketplace to rank its Freelancers using a Quality Score algorithm that accounts for each service provider's unique business performance. Guru.com's patent-pending Rank System measures the service excellence of providers to facilitate hiring decisions. Data used in the Rank instills a more entrepreneurial mindset among individual service providers over time. Other Guru.com advances released in the past year included: a skills testing option that improves freelancer credibility; premium quote functionality that offsets freelancers with serious interest in projects; and, a merit-based Feedback Management system that helps users protect their online reputation in proportion to prior, established success.

"Guru.com represents an equitable community of entrepreneurs, for entrepreneurs," said Audrey Russo, President and CEO of the Pittsburgh Technology Council. "Businesses throughout Southwestern Pennsylvania can reduce costs and gain competitive advantage by leveraging Guru's 21st century vision of work."

Guru.com's contributions to entrepreneurial job growth are impressive. In 2008, the number of freelancers who generated earnings through the website increased 18% from 2007. Between July 2008 and 2009, Guru.com facilitated the completion of more than 66,250 freelance-based work transactions - many of which allowed Employers to do more with less through the recent, challenging economy.

This award marks Guru.com's third recognition as Industry Leader by the PTC. The company also captured the Service Provider category in 2004 and in 2003 when it began participating in the program.

About the Tech 50 Awards

A signature event of the Pittsburgh Technology Council since 1997, the annual Tech 50 competition recognizes excellence and growth in technology companies based throughout the Southwestern Pennsylvania region. Each year, the top 10 companies in each of the region's core industry categories are honored. Only one company in each category is named an Industry Leader. Industries represented in this year's Tech 50 festivities included: Advanced Manufacturing; Green Technology; Information Technology; Life Sciences, Art + Technology, and Service Provider. Special recognition categories also included: High Rise; Rising Star, and CEO of the Year.

The Pittsburgh Technology Council's Tech 50 Awards are judged by an independent panel composed of PTC representatives, member organizations and sponsors. Scoring is based on annual revenue growth, job growth, employee retention figures and other factors. All 2009 Tech 50 Finalists and Industry Leaders were honored at a Cabaret event held on October 15, 2009 at the David L. Lawrence Convention Center in Pittsburgh, Pennsylvania.

About Guru.com:

Guru.com (www.guru.com) is the world's largest online marketplace for freelance talent. Created in 1998, Guru.com's web-based marketplace directly connects businesses with freelancers locally, nationally, or globally who specialize in over 160 professional categories including the following: website design, programming, graphic design, business consulting, and administrative support. Employers seeking professional expertise get quotes from freelancers on their contract work for free. Freelancers seeking work either register as a free (Basic) member or a subscribing (Guru) member.

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