



### **Alibaba.com and Inc. Announce Chicago's 'Newpreneur of the Year' Finalists**

*Wolf Technologies & Costume Works advance to online voting round with chance to present at San Francisco finale event for their share of \$100,000 in business grants*

**Santa Clara, Calif. – Oct. 9, 2009** – Proving that the recession can create opportunities to grow or start a small business, Alibaba.com (HKSE: 1688) and Inc. have announced the two companies advancing from the Chicago 'Newpreneur of the Year' semi-final competition, held last night at the W Hotel. As one of six semi-final events held throughout the U.S. in October, the Chicago regional competition sets the stage for the finale event in San Francisco on Nov. 18, where a total of \$100,000 in business grants is up for grabs.

During the Chicago regional event, five aspiring entrepreneurs came together in a competition to present their business ideas to a panel of noteworthy judges and an audience of well-known members of the local business community. Two of the presenters were chosen to move on to the next round, including:

- **Paul Wolf, Wolf Technologies;** Paul invented Light Check, a self-contained, portable device that connects directly to the trailer light wiring and allows one person to quickly and easily check the trailer tail and clearance lights, brake lights and turn signal lights without a towing vehicle or second person.
- **Ryan Dover, Costume Works;** Costume works is an online party supply and costume store with a customer first attitude and the ability to dress up any party or situation. The online store plans to build a community on their site and offer recipes, games and how-to guides as well as products for sale.

"This is an important event for the Chicago area, which was hit very hard by the financial collapse last year. The competition highlights individuals who are overcoming the challenges of this difficult economic time," said Kelly Sang, general manager, IBDM, Alibaba.com Americas. "Alibaba.com established the Newpreneur of the Year contest to help the people with big ideas and a deep passion but not necessarily deep pockets. We're excited to include Wolf Technologies and Costume Works among the companies advancing to the online voting round."

The contestants were evaluated by an esteemed panel of experts, including Kelly Sang; Brandon Copple, *Crain's Chicago Business*; and Tom Searcy, author of *Whale Hunting; How to Land Big Deals and Transform Your Company* and *RFPs Suck! How to Master the RFP System Once and For All to Win Big Business*.

Following the semifinalist events, the 12 finalists, including Paul and Ryan, will be profiled on [www.inc.com/alibaba](http://www.inc.com/alibaba), where the public can vote for the businesses that they think have the most potential to revive the economy. Online voting will be open from October 26 – November 6, 2009. Based on online voting, the top five Newpreneurs will be invited to the finale event in San Francisco on Nov. 18, 2009, where the grand prize winner will take home \$50,000 to invest in their business. The four remaining finalists will receive awards totaling an additional \$50,000.

#### **About Alibaba.com Limited**

Alibaba.com Limited (HKSE: 1688) (HK.1688) is the global leader in business-to-business (B2B) e-commerce and the flagship company of Alibaba Group. Founded in 1999, Alibaba.com makes it easy for millions of buyers and suppliers around the world to do business online through three marketplaces: a global trade marketplace ([www.alibaba.com](http://www.alibaba.com)) for importers and exporters, a Chinese marketplace ([www.alibaba.com.cn](http://www.alibaba.com.cn)) for domestic trade in China, and, through an associated company, a Japanese marketplace ([www.alibaba.co.jp](http://www.alibaba.co.jp)) facilitating trade to and from Japan. Together, its marketplaces form a

community of 42 million registered users from more than 240 countries and regions. Alibaba.com also offers business management software solutions targeting small businesses across China under the "Alisoft" brand. Founded in Hangzhou, Alibaba.com has offices in more than 40 cities across Greater China, Japan, Korea, Europe and the United States.

**About *Inc.* magazine**

Founded in 1979 and acquired in 2005 by Mansueto Ventures, *Inc.* magazine ([www.inc.com](http://www.inc.com)) is the only major business magazine dedicated exclusively to owners and managers of growing private companies that delivers real solutions for today's innovative company builders. With a total paid circulation of 724,110, *Inc.* provides hands-on tools and market-tested strategies for managing people, finances, sales, marketing, and technology.

**Press Contacts:**

**Andrea Meyer**

Alibaba.com

408.896.8221

[ameyer@alibaba-inc.com](mailto:ameyer@alibaba-inc.com)

**Kate Garsson**

Ruder Finn West for Alibaba.com

310.882.4010

[garssonk@ruderfinn.com](mailto:garssonk@ruderfinn.com)