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iButtonLink 2015 Winner of Walworth County Economic Development Alliance Business Innovation Award

Whitewater, Wisconsin, November 12th, 2015 – The Walworth County Economic Development Alliance (WCEDA) presented iButtonLink, LLC (www.ibuttonlink.com) with the 2015 Business Innovation Award at WCEDA's Annual Meeting at the Grand Geneva Resort in Lake Geneva, WI. iButtonLink received the Business Innovation Award in recognition of its growth and performance, use of technology, competitiveness, employee satisfaction and community involvement.

WCEDA Executive Director Derek D'Auria recognized iButtonLink's work with students and faculty from the University of Wisconsin-Whitewater to strengthen its position in the global sensor industry while providing hands on, professional learning opportunities for students. Contributing to iButtonLink's nomination was its innovative work with IBM Research to develop new sensor technologies—a joint development agreement announced in April 2015.

Dr. John Chenoweth, Dean of the College of Business and Economics at the University of Wisconsin-Whitewater and Treasurer of the Whitewater University Technology Park Board, shared his appreciation for iButtonLink's contributions as a robust small business and local business partner, stating, "Thanks for all of your engagement with the college and university. We greatly appreciate all that you do." iButtonLink has employed several students from various colleges at the University of Wisconsin-Whitewater to support operations; internship roles include payroll and accounts, sales, and new product development.

"I'm proud of our success and hope to continue the growth of the iButtonLink team professionally," iButtonLink owner Rob Olson said. "The most exciting part about working with the local university and surrounding businesses is the collaborations that make an impact on the economic environment of Walworth County and all those who support it."

About iButtonLink, LLC
iButtonLink is a technology development and manufacturing company in Whitewater, Wisconsin. Specializing in sensor technology, iButtonLink has created customized solutions for businesses worldwide. More information on iButtonLink can be found at www.ibuttonlink.com.

About WCEDA
The Walworth County Economic Development Alliance is dedicated to improving the quality of life for Walworth County residents by working with public and private sector partners to advance efforts that create jobs and build private sector investment in our communities. WCEDA provides services that revolve around business retention, expansion, attraction, and startup. Visit www.walworthbusiness.com for additional information.

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