



Sacred Wind Communications Wins 'Shine a Light' Contest

In 2009, American Express in partnership with NBC Universal created their "Shine a Light" program in which a national search was done for the "*Most Inspiring Small Business in America*". Local businesses were to be nominated for their community involvement, and then, voted on by the nation's populace. More than 4,000 companies were nominated and a panel of three judges - fashion designer Diane Von Furstenberg, TV personality Ellen Degeneres and MSNBC's host of "Your Business" JJ Ramberg voted on the three finalists, of which Sacred Wind Communications was one. AMEX/NBC Universal announced Sacred Wind as the winner of their contest on October, 19, 2009.

"Our winning the award is an affirmation of our industry's value in rural areas", said John Badal, co-founder and CEO of Sacred Wind Communications, Inc. "Whether a rural telecom carrier or a supplier to such carriers, we bridge the IT divide on a daily basis with little to no fanfare. Sacred Wind's team of dedicated employees is the main factor in the recognition we've received. Their "can do" attitude and their compassion for the many unserved customers in this remote area have transformed a business responsibility into a mission."

As the winner in the American Express/NBC Universal 'Shine a Light' contest, Sacred Wind received a cash award of \$50,000 and an additional \$50,000 in marketing support from American Express. Sacred Wind donated half of the cash award to its non-profit's scholarship fund, creating a scholarship for the Navajo Technical College and supporting the American Indian Graduate Center's scholarship program.