



Ansarada Tops the 2012 NSW Exporter Awards Shortlist

ansarada, one of world's leading providers of virtual data room solutions, has today launched their new website

ansarada, a global leading provider of virtual data room solutions for mergers and acquisitions, has been shortlisted in 2 categories at the Export Council of Australia's 2012 NSW Exporter Awards:1. As a company – for the Information and Communication Technology Award2. Ansarada's CEO and founding partner, Sam Riley – for NSW Young Exporter of the Year AwardOf this year's entries, Export Council of Australia Executive Director, Ian Murray, said "In this global economic environment it is difficult to maintain sales and market share let alone deliver a healthy margin."However, Mr Murray continued to say "The big stand out has been the ability of many of these companies to apply innovative ways of doing business. Not just through product innovation but most notably through introducing different methods of marketing and distribution channels as well as new forms of technology."CEO Sam Riley believes that it is ansarada's dedication to continual innovation, not just within their product and marketing, but most importantly within their client service that has allowed ansarada to continue to grow and thrive despite the tough business environment of the past few years. "We make it our mission to continually do everything significantly and remarkably better. We want to be exceptional, not just acceptable. As an entrepreneurial company, innovation is in our DNA, and always will be."About ansarada:Founded in Australia in 2005, with offices worldwide, ansarada is one of the fastest growing virtual data room companies in the world. ansarada's mission is to make everything run smoothly for everyone involved in high stake business transactions. They provide highly sophisticated yet intuitively simple data rooms tailored to the specific needs of due diligence. Although their product is driven by advanced technology, every innovative step they take starts by looking at the customer experience and working back.

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