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**Richard M. Williams Named One of the Triangle's Top 50 Entrepreneurs by
Business Leader Media**

RESEARCH TRIANGLE PARK, NC, March 3, 2010— On Friday, February 26, 2010, Richard M. Williams was named one of the “Top 50 Entrepreneurs” by *Business Leader* magazine. The annual award recognizes the most influential entrepreneurial leaders who have made a significant impact in the Triangle. In the past decade, Williams has launched two successful Triangle-based companies: [Connect2 Communications, Inc.](#) and [C2C Productions, LLC](#).

“Each company has presented countless lessons learned and experiences that I’ll value for the rest of my professional life, and both have enabled me to make great friends, form strong partnerships and build value for our partners, customers and target audiences,” says Richard Williams. “I am lucky to have great teams at both Connect2 and C2C Productions that have been instrumental in each company’s success and appreciate *Business Leader* magazine recognizing the collective efforts with this award.”

Williams started Connect2 as a targeted technology public relations firm in 2003. Over the past six years, Connect2 has worked with over 40 companies in the telecommunications, IT, wireless, security, data center and open source markets to build communications programs that primarily serve the clients business and market objectives. Connect2 combines traditional media and analyst relations tactics with innovative social networking, interactive media and other forms of outreach to develop comprehensive, integrated go-to-market programs. These programs help clients demonstrate leadership, drive awareness and create pull from the market place.

In 2008, Williams co-founded C2C Productions, LLC, a media, events and marketing firm. The company’s first product was the launch of [VYPE High School Sports Magazine: Triangle Edition](#), the areas only media outlet that combines print, online, digital, social networking and Game Day events coverage for local high school sports. VYPE’s positive coverage of high school sports at the Triangle’s 61 public and private high schools has made it a preferred media outlet to local teams, teens and families. In 2009, C2C Productions, branched out and became the advertising and marketing agency

of record for several local companies including Gladwell Orthodontics, Heritage Eye Care and Triangle Pediatric Dentistry, among others.

Williams was honored at the Triangle's Top 50 Entrepreneurs awards ceremony February 26 in Raleigh and is being featured in the March issue of *Business Leader* magazine. Business Leader has recognized the Triangle's most prominent business leaders as the "Top 50 Entrepreneurs" since 1996.

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About Connect2 Communications, Inc.

Founded in 2003, Connect2 Communications is a full-service agency specializing in providing public relations and marketing support to a broad range of technology companies. The agency has developed a highly successful track record building programs tailored for individual clients that articulate key value propositions to constituent audiences. Whether a high-tech firm is ready to go to market with its first product, or is an established market player seeking continued expansion, Connect2 Communications' professionals provide the creativity, experience and commitment to significantly accelerate clients' business growth. Connect2 Communications serves global clients from its base office in Wake Forest, NC. For more information, visit www.connect2comm.com.

About C2C Productions, LLC

C2C Productions, LLC is a publishing, production and events company based in Wake Forest, North Carolina. It began publishing its flagship product, VYPE High School Sports Magazine: Triangle Edition in August 2008. The company also owns the rights to the VYPE franchise in the Greater Charlotte area of North Carolina. The company also provides design, development and event support to local and national clients that want to connect with customers, partners and other audiences. For more information, visit www.C2CProductions.com.