



**For Immediate Release:**

July 6, 2007

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**Don Britton of Network Alliance Exemplifies Hottest Bootstrap Growth**

Reston, VA – Don Britton was presented the 2007 Northern Virginia Technology Council (NVTC) "Hottest Bootstrap" Award in recognition of Network Alliance's creative and extraordinary growth without outside funding. John Hurley of DLA Piper, the event emcee and a member of the Hot Ticket Awards selection committee, announced that, "This guy rented out his house, slept in his car, and bought his equipment at auction. He could find a way to spend a penny." "

10 years ago, Don Britton had a vision – keep technology simple. He realized that for most people, doing their jobs was complicated enough, and their technology often made things more difficult.

While working for Beers & Cutler in 1995, Don discovered that many of his small business clients had the same computer systems, the same servers and the same PCs. He also recognized that these companies had trouble working with their systems, could not find or afford quality IT support; and were too small to generate enough IT issues for a company to pay attention to them.

Thus, Network Alliance was born.

In 1997, with just an answering machine and a computer, Don set-up shop in the basement of his home and began to research how to put a system together. A system that was centralized, used less equipment, and provided a higher level of service. A system he coined "eCAP."

It was during this time that Mario Morino reached out to Don, a former Morino Group intern, and asked him to work for Morino again. There Don received invaluable guidance for running a business, as well as the contacts and resources for putting the components together. With the support of Mario and Netpreneur.org, Don began to establish his credibility, and Network Alliance received its Friends & Family round of funding. More importantly, Don found life-long friends and mentors who continue to play an integral part in the success of Network Alliance.

Network Alliance also obtained a contract from TRW to assist in providing the infrastructure for the eCAP prototype. This unprecedented contract guaranteed a three-year exclusivity and non-compete commitment from TRW; all of which resulted in no financial cost to Network Alliance.

The credibility and power of this contract gave Network Alliance a name in the industry.

Network Alliance began to grow its team and secured its first client in 2001. Although Network Alliance provided its services to this client for free, it helped establish Network Alliance's credibility and the market

for eCAP. Network Alliance continued to build its client base by offering their complete IT services at a reduced rate. These companies remain as loyal Network Alliance clients to this day.

As Network Alliance was working to establish itself, TRW began transitioning out of the ASP industry and was being purchased by Northrop Grumman. Network Alliance was now at risk of going out of business.

With thriftiness and ingenuity, Network Alliance took advantage of the ominous dot com crash. While many companies were going under, Network Alliance set up its infrastructure by purchasing the equipment being sold at auctions at less than ten percent of the cost, accepting free help and hand-me-downs of office furniture and supplies. Without Don's prudence through the dot com crash, Network Alliance would not have the infrastructure it needed to stay in business.

Now that Network Alliance had its own infrastructure, it also had the cost of maintaining it. The Friends & Family money was running out, as was any source of cash.

Don was inspired by a mentor's message, "The guy that doesn't quit, gets there." Don knew if he quit, the sacrifices he made up to that point were worthless. Don saw that clients loved and wanted what Network Alliance offered. There was a market, and Don knew that Network Alliance could effectively serve that market.

To make ends meet, Don suspended his salary while continuing to pay his employees. He moved in with a friend and rented out his own home to pay the mortgage. Rare opportunities to relax consisted of him sleeping in his car alongside the beach. As cash became sparser, Don attended networking events for free food, and survived on instant breakfast drinks for his three daily meals. He put his business before his personal life so that Network Alliance could succeed.

In 2002, Don eventually secured a substantial, three-year contract with an established assisted-living company. This contract brought in enough revenue for Don to reinvest in Network Alliance, including giving himself a salary he had withheld for seven months. Network Alliance was finally breaking even. Additional growth in eCAP sales ultimately turned Network Alliance into a profitable company.

Today, Network Alliance's client base expands to many parts of the world. The company continues to grow, one client at a time, actively managing its growth to ensure the highest levels of client satisfaction. Network Alliance provides an inspiring work environment for its team, including competitive salaries and generous incentives.

Don moved back into the home he once rented out, and owns a second home in the Outer Banks where last summer he enjoyed his first two weeks of vacation in ten years.

Network Alliance manages, supports and hosts software, files, and email on its secure network, which is accessible from any computer or device connected to the internet. Previously only available to companies with large budgets and staff, the Network Alliance solution makes it possible for small and mid-size businesses to benefit from its Fortune 500 computer infrastructure and services at a fraction of the cost. Network Alliance has formed a true Alliance of companies that brings together the power of combined resources. Clients simply log-in, Network Alliance handles the rest.

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