



**FOR IMMEDIATE RELEASE**

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**Zentila Chosen to Compete in 2<sup>nd</sup> Annual Igniting Innovation Capital Acceleration Showcase**

***Orlando Startup One of Ten Companies to Compete for the \$100,000 Prize***

ORLANDO, Fla. – July 2, 2012 – [Zentila](#), the online booking engine for meetings and conventions, was chosen by the Technological Research and Development Authority (TRDA) and Space Florida as one of ten high-tech companies to compete in the second annual I<sup>2</sup> (Igniting Innovation) Capital Acceleration Showcase. On September 21, 2012, Zentila will compete for a \$100,000 prize awarded by Space Florida.

Zentila was chosen to participate from among a group of more than 80 Florida-based technology firms. Space Florida and TRDA expect to attract more than 250 investors, business development executives and entrepreneurs to the Showcase event located at the Florida Hotel in Orlando.

“It is a true honor to be selected to present alongside these esteemed technology innovators,” said Mike Mason, Zentila’s founder and Z.E.O. “We’re excited the judges see what we see: a great team addressing a large unserved market, and solving real pain for both hotels and meeting planners.”

Zentila will compete with BioCurity, Diametriq LLC, flexReceipts, NATION Technologies Group, Inc., Solis Energy, Inc., Solodev, Trapezoid Digital Security Services LLC, Via Response Technologies LLC, and Vigilant Biosciences, Inc. for the \$100,000 prize.

“These firms convey the robustness and diversity of Florida’s high-tech community,” said Frank DiBello, Space Florida President and CEO. “The innovative products and services that the selected I<sup>2</sup> companies are deploying clearly highlight the positive future we have in the state for the aviation, aerospace, biotech, life science, clean tech, defense, homeland security, IT and telecommunications sectors.”

The day-long forum will highlight aviation, aerospace, biotech, life science, clean tech, defense, homeland security, IT and telecommunications businesses in the morning. The business plan session will feature presentations on the latest clean tech opportunities from five additional Florida companies in the afternoon as part of the i2 Cleantech Ventures program.

**About Zentila**

Zentila connects meeting planners with top-tier hotels through user-friendly tools that streamline the process of booking meetings. Planners use the RFP Genie to quickly build their meeting agenda, then select hotels through intuitive filters that help them find the right hotels for their meetings. Best of all, hotels respond to meeting requests in under three hours, enabling planners to plan, price, and book meetings in record time. For more information, go to [www.zentila.com](http://www.zentila.com) or call (407) 656-5683.

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