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**FOR IMMEDIATE RELEASE**

**EVIEW 360 CEO NAMED FINALIST FOR 2009 ERNST & YOUNG  
ENTREPRENEUR OF THE YEAR AWARD**

**FARMINGTON HILLS, Mich.** – Eview 360’s Founder and Chief Creative Officer Wael Berrached has been selected as a finalist in the 2009 Ernst & Young Entrepreneur of the Year Awards program for the Central Great Lakes Region.

The awards program recognizes outstanding entrepreneurs who demonstrate extraordinary success through building and leading dynamic and growing businesses. Berrached, who was selected as a finalist by a panel of independent judges, will be honored at a gala event at the Ritz-Carlton in Dearborn, Mich., on June 11.

"I am honored to have been selected as a finalist for this award," said Berrached. "Eview 360 has experienced continued growth over the past 10 years by growing and evolving organically. I believe that continuously investing in our business and our employees has played a key role in that growth."

Based in Farmington Hills, Eview 360 was founded by Berrached as a technology company in 1999. Over its 10-year history, the firm has grown from a two-person start-up to a full-service design agency with a roster of Fortune 500 clients.

Like many entrepreneurs in the late 1990’s, Berrached honed in on opportunities the dot-com bubble presented, but recognized the bubble’s instability and the potential financial risk that was involved. Early recognition from Visteon and Ford Motor Company enabled Eview 360 to make its mark and grow into new areas.

The development of 360WARE, a software platform used to power [www.fordland.net](http://www.fordland.net) – Ford Motor Company’s dealer extranet site – was the key piece that helped Eview 360 flourish. The project was vital to ensuring Eview 360’s survival and ability to expand, even during the dot-com crash. Other automotive clients now include Jaguar, Land Rover, Toyota, Volvo and Volkswagen.

Under Berrached's watch, the company has grown into a multi-disciplinary design agency that works across digital, print and three-dimensional environments. A second office in Dubai was opened in 2007 to satisfy a growing demand for the firm's creative expertise in the United Arab Emirates (U.A.E). In 2006, he created Moda 360, a subsidiary that compliments the services of Eview 360.

Since its founding in 1986, the Ernst & Young Entrepreneur of the Year awards program has recognized more than 12,000 outstanding entrepreneurs in more than 50 countries throughout the world.

Regional award winners are eligible for consideration for the Ernst & Young LLP Entrepreneur of the Year national program. Award winners in several national categories, as well as the overall national Ernst & Young Entrepreneur of the Year award winner, will be announced at the annual awards gala in Palm Springs, Calif., on November 14, 2009. The awards are the culminating event of the Ernst & Young Strategic Growth Forum, the nation's most prestigious gathering of high-growth, market-leading companies.

### **About Eview 360**

Eview 360 provides brand-rich designs and communication tools to help companies engage customers and employees more effectively. Working across digital, print and three-dimensional environments, the agency creates design solutions to help its clients sell more, work more efficiently and communicate their messages more effectively.

Through Moda 360, a subsidiary, the company provides custom fixtures, graphics, signage, point of sale displays and furniture for retail programs and commercial interiors.

The firm serves clients in North America, Europe, the Asia Pacific region and the Middle East, including Ford Motor Company, Ford Land Development, Quick Lane, Volvo, Jaguar, Land Rover, Redico, Signature Associates, Underwriters Group, Tessera Executive Search and Manhattan Automobile Company.

Eview 360 has captured awards for excellence in print and digital design, as well as for its exceptional business practices. These awards include the Axiem Award for Digital Excellence; Design USA's 2008 American Graphic Design Award and Crain's Detroit Business 2007 Small Business Award. In 2007, founder Wael Berrached was named to Crain's "Forty Under 40" list of outstanding business leaders.

Further information about the company is available at [www.eview360.com](http://www.eview360.com).

### **About Ernst & Young LLP**

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### **About Entrepreneur of the Year**

Ernst & Young Entrepreneur of the Year is the world's most prestigious business award for entrepreneurs. The unique award makes a difference through the way it encourages entrepreneurial activity among those with potential and recognizes the contribution of people who inspire others with their vision, leadership and achievement. As the first and only truly global award of its kind, Ernst & Young Entrepreneur of the Year celebrates those who are building and leading successful, growing and dynamic businesses, recognizing them through regional, national and global awards programs in more than 135 cities in 50 countries.

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03.June.09