



# GoECart Wins CQIA Award: Second Year in Row!

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*Coveted Prize Recognizes Innovative Search Engine Friendly Shopping Cart*

PR9.NET August 16, 2005 - Bridgeport CT, GoECart is pleased to announce that it has won the Connecticut Quality Improvement Award (CQIA) Partnership's Silver Innovation Prize for 2005. The CQIA recognizes organizations that exceed in managing quality improvements. This is the second consecutive year in which GoECart has been recognized with a coveted CQIA prize.

"I am thankful to CQIA Partnership for honoring GoECart.com with a prestigious award for the second year in a row. The award further emphasizes the quality and innovation brought to market by GoECart's latest search engine friendly version," said Manish Chowdhary, GoECart's CEO.

CQIA Partnership, Inc. works to foster economic quality and innovation in Connecticut-based businesses. CQIA is the oldest, state-level quality award in the U.S. that uses Malcolm Baldrige National Quality Award criteria to evaluate applicants from various industry segments. Organizations ranging from small startups to global enterprises compete every year for awards from CQIA, which is widely recognized nationally.

This year CQIA Partnership received 104 Innovation Prize applications from 70 Connecticut organizations, including manufacturers, service companies, universities, hospitals, and not-for-profit organizations as well as state government; a Gold Prize is being awarded to Connecticut Governor M. Jodi Rell's office.

GoECart received this year's Silver award for the latest version of its online shopping solution, GoECart 5.0. The new version provides merchants with a search engine friendly ecommerce store and a host of niche features. It helps online store operators gain quick visibility and improved positioning across all major search engines.

"I'm proud of the innovation accomplished by the GoECart team to make GoECart truly search engine friendly," Chowdhary said. "This combined with the user-friendliness and flexibility of GoECart will help our customers to be even more successful in the highly competitive online marketplace."

GoECart's search engine friendly version targets the important demand of the ecommerce storeowners to make the pages of their online stores visible to search engines. It allows online merchants to add unique keyword tags and search engine friendly file names to the key pages of their storefront, giving GoECart sites better search engine visibility.

The CQIA award will be presented to GoECart at the CQIA's 18th Annual Conference on Quality and Innovation to be held on October 20, 2005 at the Water's Edge Resort & Spa in Westbrook, Connecticut.

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## About GoECart.com

### About GoECart

GoECart.com (a division of MachroTech) is a leader in on-demand e-commerce applications and services. GoECart is one of the most comprehensive, search engine friendly yet cost-effective e-commerce solutions available on the market today. The company serves a diverse customer base ranging from single-person operations to Fortune 500 companies. Visit [www.goecart.com](http://www.goecart.com) for an online demonstration or to sign up for a 30-day free trial.

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