


MINNEAPOLIS ST. PAUL
BUSINESS JOURNAL
FAST50
 THE TWIN CITIES' FASTEST-GROWING PRIVATE COMPANIES!

FAST50
 #9



COTTERWEB ENTERPRISES INC.

Growth rate: 152.16%
2006 revenue: \$6,861,530
2007 revenue: \$12,368,634
2008 revenue: \$17,302,101
Founder and CEO: Daren Cotter
Business: Provides online loyalty marketing services through its Web properties InboxDollars.com and SendEarnings.com
Headquarters: Mendota Heights
Year founded: 2000
Employees: 36
Web: cotterweb.net

How has your company managed to grow in this economy?

CotterWeb is well positioned to capitalize on the current economic climate. We provide our members with the opportunity to earn cash rewards for their various online activities, as well as the ability to save money on various purchases through our program. For advertisers, we provide the ability to pay only for the results that we deliver.

Where do you see the company five years from now? Where do you see the economy five years from now?

We see tremendous opportunities as more and more marketing dollars gravitate online. Customer insight is increasingly relevant in driving efficient marketing decisions and we see upsides in the ability to leverage our membership database to align our advertisers with highly motivated and targeted customers. As the economy rebounds, we expect a continuation of members' commitment to value shopping. We are also excited about opportunities social and mobile media present, and expect to connect with our members in new ways, with new products and services.

Best advice:

The best professional advice I received was to surround myself with a team of the most talented people I could find. I received this advice when I was in the process of transitioning my business from a dorm-room hobby business to the full-scale enterprise it is today. I have followed this advice religiously and built an incredible team of dedicated employees.

Founder and CEO Darren Cotter completed the survey.

Metro-area private companies ranked by rate of revenue growth

Rank	2008 Rank	Name/Address/Phone	Growth rate ¹	Revenue 2008 ² Revenue 2007 ² Revenue 2006 ²	Business description ³	Employees Founded	Top metro executive Web site
9	10	CotterWeb Enterprises Inc. 1295 Northland Drive, Suite 300 Mendota Heights, MN 55120 (651) 289-0720	152.16%	\$17,302,101 \$12,368,634 \$6,861,530	Provides online loyalty marketing services through its Web properties InboxDollars.com and SendEarnings.com	36 2000	Daren Cotter cotterweb.net