

Artificial Intelligence pioneer Cognitive Match raises an additional \$2.5M investment from Dawn Capital

LONDON, UK, February 1, 2010 –

Cognitive Match (www.cognitivematch.com), a pioneer in applying artificial intelligence technologies to increase online response rates, announced that Dawn Capital has followed on with Series B investment of US\$2.5M. The Company will use this investment to accelerate its sales and business development activities.

Chad Raube, partner at Dawn and board member at Cognitive Match, commented: “Our continued support of Cognitive Match reflects the fact that the team has launched with several blue chip clients while proving the science behind the product is both scalable and dramatically improves the response rates, and ultimately profitability of online businesses. We are even more confident that Cognitive Match is positioned to set the benchmark for delivering content relevance and behavioral insight in the online arena.”

Founder CEO Alex Kelleher commented, “We are delighted with Dawn Capital’s continued support, both financially and in helping our business to grow. This additional funding will enable us to enhance our sales and business development activities to more rapidly address the high levels of demand, that have exceeded even our own expectations. At the same time, it ensures that we can continue to deliver increased profitability to existing Clients. The internet is now all about data, and Cognitive Match delivers maximum value from that data to its Clients.”

Cognitive Match uses recent advances in artificial intelligence, learning mathematics, psychology and semantic processing to match individuals with content online in real-time. The software ensures maximum response from individuals, thereby increasing conversion, revenue and ultimately profit for Clients.

Founder CEO Alex Kelleher previously co-founded leading analytics and data mining company Touch Clarity (which sold in 2007 to Omniture), and prior to that was Founder CEO of London-based web agency Vivid Edge (sold in 2000 to Framfab). At Cognitive Match Alex has brought together an Academic Panel of leading professors in artificial intelligence from Universities across the UK and Europe. These professors are at the

forefront of machine learning technologies and psychology, and are delivering new ways of processing the vast amounts of data generated by each website. Co-Founder and Commercial Director Glen Conybeare (previously Head of Consulting at Touch Clarity, and then Client Services Director at i-Level Company Generator Consulting) heads up the commercial team at Cognitive Match.

About Dawn Capital (www.dawncapital.co.uk)

Dawn Capital (www.dawncapital.co.uk) are institutional investors and experienced business builders that have previously collectively invested in over 100 companies and been involved in several high profile rapid growth technology businesses, such as Virgin Media, Forbes.com, Advertising.com, and Self Trade and latterly Mimecast and Wonga.com. Dawn Capital backs outstanding companies seeking expansion capital of up to £5M in the Financial Services and TMT sectors.

ABOUT COGNITIVE MATCH (www.cognitivematch.com)

Cognitive Match uses a mix of technologies to match individuals with content online. This matching stimulates higher rates of response, purchase and ultimately profit. The online channel is increasingly about real-time data and about making content, products and offers easier to find and more relevant to each individual. Cognitive Match has created light but highly effective software to enable this shift – and is working with leading companies including Yahoo, Sporting Index and Just Giving to leverage the predictive power of consumer data. Cognitive Match is supported by an Advisory Panel that includes serial entrepreneur Esther Dyson, and i-Level co-founder Andrew Walsmsley.