



CogniSign partners with Japan Entry Corporation to Build Market Leadership in Japan

***Market Leader in image and video search and advertising technology
expands its presence in a key market***

TOKYO, JAPAN and SAN FRANCISCO, CA, March 1, 2009 – CogniSign, the worldwide leader in image and video search and advertising technology, has retained Japan Entry Corporation to extend its sales and business development activities to leading Japanese Consumer Internet and Mobile companies. Japan Entry has offices in Boston, MA and Tokyo, Japan, and has successfully launched several companies in Japan, including AOL, Advertising.com, Nuance, PeopleSoft, and RedHat.

CogniSign views this strategic initiative as crucial to success in worldwide markets. "Everyone knows that Japan has some of the largest Consumer Internet and Mobile players in the world," said Bryan Calkins, CEO of CogniSign. "This increased presence in Japan will enable us to build key relationships with several very important global players, with very positive implications for our company's ability to compete worldwide."

Japan Entry will be responsible for closing new customer, partnership, and distribution relationships in the Japan for CogniSign.

Jack Plimpton, President of Japan Entry, also sees the importance of Japan for CogniSign's worldwide Go To Market strategy. "Japan has the most advanced Consumer Internet and Mobile technologies and infrastructure in the world," he said. CogniSign will likely launch revolutionary image and video search and advertising products here first, to take advantage of the advanced state of this market."

Additionally, CogniSign will add staff in Silicon Valley to support these sales and business development efforts, including the localization of its technology platforms, products, and services for Japan.

About CogniSign

CogniSign is a technology company providing image and video search product solutions for Internet and mobile markets, based on its award-winning Intelligent Image Recognition Technology (patents pending). CogniSign is a privately held company based in San Francisco, California. For more information, please visit <http://www.cognisign.com>. For immediate assistance, please email Celia Cratch at ccratch@cognisign.com.

About Japan Entry

Japan Entry saves clients time and maximizes their revenues by more efficiently accelerating sales in Japan, leveraging our deep experience, relationships, market expertise, and local presence. Japan Entry has an extensive rolodex of decision-makers at Japan's leading OEMs, large customers, distributors, systems integrators,

and solution companies. For more information, please contact Japan Entry at information@japanentry.com.

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