



CogniSign selected as a Finalist for TiE Best 50 Awards

***Company is One of 150 Finalists Subject to Public Polling
in a Final Competition for a TiE 50 Award***

SAN FRANCISCO, CA, May 2, 2009 – CogniSign, the worldwide leader in image and video search and advertising technology, today announced that it has been selected as a Finalist for the TiE50 Awards by the organizers of TiEcon 2009, the world's largest conference for entrepreneurs. Selected from nearly 1,200 nominated companies, CogniSign is a finalist in the Internet Infrastructure Category.

The TiE50 Awards recognize the hottest emerging startups in five focus segments: Consumer Web, Internet Infrastructure, Cleantech, Wireless and Software. The selection process for TiE50 winners will be based on a combination of a public poll and private judges' vote. Voting is open to the public beginning Tuesday, April 28, 2009 and closes on Thursday, May 7, 2009.

The winning companies will be announced on May 11, 2009. To vote for CogniSign, visit www.tie50.net/polling.

TiEcon has also established a partnership with social media site Vator.tv to connect the finalists with this online community of investors, technology company executives and entrepreneurs. CogniSign has set up a profile at <http://vator.tv/pitch/show/cognisign>

TiE50 winners will present their companies in a live showcase over the two days of TiEcon 2009, on May 15th and 16th in Santa Clara, CA. In addition to being featured at TiEcon 2009, the TiE50 will also receive ongoing support and increased visibility throughout the year. For more information on the TiE50 visit <http://www.tiecon.org/home/tie>.

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 Matt McAllister at mcallister@cognisign.com.

About TiEcon 2009

TiEcon 2009 is two action-packed days of rich dialogue, networking and deal making with thousands of entrepreneurs, venture capitalists, industry executives, and thought leaders. TiEcon 2009 is themed "The BOLD Entrepreneur", focusing on dynamic individuals who are able to adapt to changing conditions and create their own future despite downturns and uncertainties. TiEcon 2009 keynote speakers include Hans Morris, President of Visa Inc., Brad Smith, CEO of Intuit and Reid Hoffman, Founder, Chairman and CEO of LinkedIn.

About TiE

TiE is a global, not-for-profit, non-political, and non-religious organization dedicated to fostering entrepreneurs across its international network sponsored by top venture capital firms and Fortune 500 corporations. TiE is spread across 53 chapters in 12 countries comprising of 1,800 experienced entrepreneurs and business executives as charter members, 12,000 aspiring entrepreneurs and professionals as members.

Follow TiEcon 2009 on Twitter at www.twitter.com/TiEcon, on LinkedIn at <http://tinyurl.com/tieconlinkedin>, and on Facebook at <http://tinyurl.com/tieconfacebook>.

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