



CogniSign Featured by Key Japan Government Agency at CEATEC 2008 in Tokyo

***Market Leader in image and video search and advertising technology
expands its presence in the Japanese market***

SAN FRANCISCO, CA, October 1, 2008 – CogniSign, the worldwide leader in image and video search and advertising technology, was selected by the Japan External Trade Organization to present at its annual BizMatch event. CogniSign was one of 44 companies worldwide selected by JETRO to meet leading Japanese companies at the CEATEC conference, held September 29 – October 2 in Tokyo. CogniSign has been promoting its products and services to the Japanese market for almost two years.

CogniSign views the Japanese market as crucial to its success in worldwide markets. "Everyone knows that Japan and the surrounding Asia Pacific region contain some of the largest Consumer Internet and Mobile players in the world," said Bryan Calkins, CEO of CogniSign. "Our presence in the region has enabled us to build key relationships with the most important partners and customers in this region, with very positive implications for our company's ability to compete worldwide."

In addition to large global players in Consumer Internet and Mobile markets, Calkins also sees an additional benefit of working in the region. "Japan and many other countries in APAC have deployed the most advanced Consumer Internet and Mobile technologies and infrastructure in the world," Calkins continued. "CogniSign may launch some revolutionary image and video search and advertising products here first, taking advantage of the advanced state of these markets."

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

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.

NOTE: CogniSign, the CogniSign logo, xcavator, xcavator.net, the xcavator.net logo, and Intelligent Image Recognition Technology are trademarks of CogniSign LLC. All other company and product names mentioned are used only for identification and may be trademarks or registered trademarks of their respective companies.