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CogniSign Names Former Sprint Executive To Its Advisory Board

***Market Leader in image and video search and advertising technology
taps Moblico's Pierre Barbeau in support of its market expansion***

SAN FRANCISCO, CA, November 5, 2008 – CogniSign, the worldwide leader in image and video search and contextual advertising technology, today announced that it has named Pierre Barbeau, CEO of Moblico (The Mobile Life Company), to its board of advisors. The company will be drawing upon the former Sprint executive and recognized mobile industry expert, whose achievements include launching the PictureMail service, to help drive its growth and global market expansion. This appointment follows the recent formation of CogniSign Asia Pacific, headquartered in Tokyo.

These two milestone developments build upon CogniSign's strong momentum. With its award-winning Intelligent Image Recognition Technology, which solves the problems in image and video search and advertising that are unique to the small screen, the company was one of only three emerging market leaders selected by InfoTrends to be highlighted during the two day Digital Imaging Conference 2008 in Burlingame, CA.

"We are pleased to have Pierre as a part of our advisory board as we bring this ground-breaking technology to the global market," said Bryan Calkins, CEO of CogniSign. "Our newly patented trajectory technology brings the most accurate search and ad results to the very top. This is how Google won the battle for market dominance in the text based world, and CogniSign is well positioned to do the same for image and video search and ad targeting."

"In the post iPhone world, both image and video content are becoming very pervasive on mobile platforms," said Pierre Barbeau. "With the massive potential of mobile audiences, advertisers will rush to embrace new technology platforms that can make advertising more engaging and targeted. The increased consumption of image and video content on mobile devices require ad targeting solutions that can decipher what a viewer is really experiencing at any particular moment. I am looking forward to assisting CogniSign as they address this market need."

To learn more about CogniSign and its offerings, visit <http://www.CogniSign.com>.

About CogniSign

CogniSign is a technology company providing image and video search product solutions for Consumer 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>.

About Moblico

Moblico (The Mobile Life Company) provides mobile professional services and software technology solutions. Moblico is a privately held company based in Kansas City, KS. For more information, please visit <http://www.moblico.com>.

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