



## News Release

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### **Keibi's Social Media Optimization Solutions Named as Finalist in SIIA's 2009 CODiE Awards**

*Distinguished Industry Association Selects Keibi Solution from More than 850 Nominations*

**SAN FRANCISCO—(March 4, 2009)**—Keibi Technologies, Inc. today announced that the Software Industry Information Association (SIIA) selected the Keibi Moderation Suite™ as one of five finalists for “Best Multi-Media Management Solution” as part of the 2009 SIIA CODiE Awards. Keibi solutions are employed by leading brands, agencies, and publishers to better monetize social media and user generated content (UGC) by improving engagement with their target audience in a brand and consumer safe environment.

According to SIIA President Ken Wasch, "The competition is particularly steep this year during the 24th Annual SIIA CODiE Awards, making selection as a CODiE finalist a real achievement." Wasch further added that, "All the companies on this year's list of CODiE finalists should feel justifiably proud of their accomplishment in making it to this stage and have much excitement to look forward to regarding the upcoming CODiE Awards voting."

Keibi's technology solutions and services help the growing number of companies leveraging UGC to quickly analyze and classify user generated images, text, animations, and video as well as the users who create them with Keibi Value Scores, Risk Scores, and Classifiers. This information allows Keibi's customers to target valuable consumers in their communities in support of efforts that include “influencing the influencers”, driving subscriptions to premium services, and delivering relevant offers or advertising. This information also enables scaleable, efficient moderation efforts, identifying content and consumers that violate site terms of service or advertisers' standards in order to protect both consumers and brands.

“We're excited that, out of the 850 solutions reviewed, industry analysts, consultants, and subject-matter experts selected our solution as a finalist in our category, along with such notable companies as Adobe and Quark,” said Jeff Smith, Vice President of Sales & Marketing at Keibi. “Social media, and the opportunity it provides to engage in the conversation with your target audience and leverage the wisdom of crowds, is the future of online marketing and communication. We're excited to be providing a solution that ultimately helps our customers leverage this knowledge to grow revenues while protecting consumers and brands.”

### **About Keibi Technologies**

Keibi Technologies provides solutions and services for the classification and analysis of user generated content, allowing our customers to safely leverage and better monetize this fast growing medium. These capabilities are offered both as a hosted solution for use by moderation and customer service teams and as a turn-key service for those companies who would like to completely outsource the effort. For more information, visit [www.keibitech.com](http://www.keibitech.com).

**About the SIIA CODiE Awards**

Since 1986, the CODiE Awards showcase the software and information industry's finest products and services and honors excellence in corporate achievement and philanthropic efforts. The CODiE Awards hold the distinction of being the industry's only peer-reviewed awards program, which provides member companies with a unique opportunity to earn praise from their competitors. The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industries. SIIA provides global services in government relations, business development, corporate education and intellectual property protection to more than 500 leading software and information companies. For further information, visit [www.sii.net](http://www.sii.net).

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