

The World's Third Largest Global Digital Group Head joins Cognitive Match Advisory Panel

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Cognitive Match (www.cognitivematch.com), the pioneer in real-time targeting technology, is pleased to announce that Anthony Rhind, co-CEO of Havas Digital (www.havasdigital.com) has joined its Advisory Panel. The panel already boasts renowned entrepreneur and philanthropist Esther Dyson, and i-Level co-founder Andrew Walmsley.

Anthony is the co-Chief Executive Officer of Havas Digital, the interactive network of Havas Media. As CEO, Anthony leads the Group focusing the efforts on client services, product development and new initiatives in eight regions. He has expanded the company's global footprint to operate from 54 cities in 42 different countries, winning over 100 digital awards in the last two years.

Under Anthony's leadership, Havas Digital is now the world's third largest digital media group.

Commenting on the announcement, Anthony said, "Havas Digital is focused on advancing how data, technology and intelligent decisioning can deliver efficiency and effectiveness to our clients' digital marketing. I'm therefore excited to work with Cognitive Match, who are experts on this."

Cognitive Match CEO Alex Kelleher confirmed, "Cognitive Match is focussed on smart real-time decisioning to drive commercial results for our clients. As we ramp up our operations after great early results from our solution, we will benefit hugely from Anthony's consummate understanding of the market, and unparalleled ability to deliver global digital solutions to our market leader Clients.

ABOUT COGNITIVE MATCH (www.cognitivematch.com)

Cognitive Match uses machine learning and applied psychology to match individuals with content in real-time. This stimulates far higher rates of response from individuals, thereby increasing conversion, revenue and ultimately profit for its Clients.