



Press Release 09.01.2009

Imooty.eu nominated for the „Business Innovation of the Year Award“

Berlin, 09.01.2009. The European media monitoring platform Imooty.eu has been nominated as „Business innovation of the Year“ by the „European Business Awards“. The awards ceremony will take place on Tuesday 7th of April, 2009 in Rome.

With the nomination the independent jury recognises the creativity and innovation of the young international Berlin Start-Up. Imooty is set to enter the market with new and original products for the media monitoring during the summer of 2009.

The European Business Awards is an independent Awards programme designed to recognise and promote excellence, best practice and innovation in the European business community, in line with the broad aims of the European Union and business representative groups across the member states.

„Imooty is very pleased to be nominated and we're proud to be featured in such a prestigious competition. Our vision for a European media landscape and Imooty's innovative spirit are the hallmarks of our company culture“ state the founders Blaise Bourgeois and Kristoffer J. Lassen.

In about a month the Imooty users will be able to test the new version of the news Platform in a closed Beta.

Till then the founders warmly invite all users to take part in an online survey, under: <http://www.imooty.eu/survey.php> and the entrepreneurs under http://www.imooty.eu/survey_kmu.php

You can find more information about the European Business Awards by following this link: <http://www.businessawardseurope.com/>

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About Imooty

Imooty.eu is the central access point for European news and information sources. The platform features a quick and efficient overview of the European media landscape.

With the help of Imooty, users may streamline access to specific news topics and organise information from online newspapers, magazines and blogs. The tool is used to create press reviews or simply to follow current events of personal interest. Through Imooty.mobi, users may access the press review via mobile phone.

Imooty is financed through a Exist Start-up grant from the German Ministry of Economics and Technology (€100.000) and is mentored by the Institute of Journalism and Communication Studies at the Freie Universität Berlin.