



## Press Release 16.03.2009

### **Imooty.eu awarded membership in the exclusive KIS 100 Club**

Berlin, March 12<sup>th</sup>, 2009. The news platform Imooty.eu has been accepted as member of the exclusive European Knowledge-Intensive-Services-Innovation-Platform (KIS) 100 Club.

The start-up from Berlin was selected due to the high scores for its company potential at the KIS Partnering Forum in Brussels in February 2009. The Forum is established to exchange ideas and promote partnerships between cutting edge European enterprises. Imooty.eu is the third German enterprise so far, to be awarded membership in the KIS 100 club.

Being accepted as a KIS 100 member is the second prestigious recognition on a European level for the young Berlin start-up. At the outset of 2009, Imooty was nominated as „Business innovation of the Year“ by the „European business Awards“. It is the only German enterprise nominated in this category, the awards ceremony is scheduled to take place on April 7<sup>th</sup> in Rome, Italy.

The founders of Imooty.eu, Blaise Bourgeois and Kristoffer J. Lassen, are honoured to enter the KIS 100 Club. Currently, they are finalising development of the new platform, where next generation media monitoring tools will be offered.

KIS is a new initiative, established by Europe INNOVA to support the foundation of innovative companies. The KIS 100 CLUB aims to bring together the most interesting and successful companies in Europe with high growth potential in the area of Knowledge Intensive Services. The KIS 100 CLUB and Europe INNOVA are financed by the European Commission's Directorate General for Enterprise and Industry.

### **Press Contact**

Kristina Vasileva  
Imooty.eu GmbH & Co. KG  
c/o Freie Universität Campus Lankwitz  
Malteser Str. 74-100  
12249 Berlin  
Tel.: 030 / 83870928  
E-Mail: [kvasileva@imooty.eu](mailto:kvasileva@imooty.eu)  
<http://www.imooty.eu>

### **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 organize 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.