



PRESS RELEASE

Leiki Focus awarded with the European ICT Prize

Helsinki, March 16th 2007: Leiki was awarded the 2007 European Information and Communications Technology Prize in Hannover today for its Leiki Focus product. One of Europe's most coveted technology prizes, it is awarded to companies for new and imaginative products or services based on digital technologies, and endorses of the technological and business potential of Leiki Focus.

The European ICT Prize is supported by the European Commission as part of its efforts to promote Europe's ICT industry and boost growth. Leiki Focus portal personalisation platform was selected from a record number of 450 candidates from around Europe.

Revolutionising content discovery and user experience, Leiki Focus is used by portals and content service for dynamic linking of external and internal content both on the mobile and the web. Leiki Focus is the key enabler of Web 3.0: While Web 2.0 opened the world of content and enabled user configuration and discovery, Web 3.0 makes the discovery and meta-data creation automatic. People can find content with no effort based on their interests as well as like-minded users. Web 3.0, enabled by Leiki Focus, makes the web intelligent.

Petrus Pennanen, CEO of Leiki: "We are honoured to be recognised by the prestigious jury for our efforts in helping people see information that is more relevant and interesting. The prize has also been noted by customers, who we are currently signing at a record pace."

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Notes to Editors

About Leiki

Leiki Ltd provides software technology that automatically personalises content and community services. The functionality is based automatic content analysis and learning of the user's preferences. Established in 2000, Leiki has offices in Helsinki and London. In 2005 Leiki was awarded a place in Red Herring's Top 100 European technology companies list and in 2007 nominated for the European ICT Grand Prize.

www.leiki.com