

## **FeedHenry Receives Award at CTIA Wireless 2009's Emerging Technology Award**

*FeedHenry Extends Beyond Widget Technology to Interactive Customer Targeted Advertising*

**Waterford, Ireland – April 7, 2009** – [FeedHenry, the IMS widget content and service platform provider](#), announced that it has received an award at the CTIA WIRELESS 2009® Emerging Technology Award. From amongst hundreds of entries, FeedHenry was placed third in the Mobile Applications & Widgets category for Mobile Marketing and Mobile Advertising. FeedHenry was officially launched at CTIA and with this award; the company is recognized as one of the top emerging companies globally that has a unique service for enterprises with its widget services platform.

“Telecom operators and media companies worldwide are facing a real challenge finding a way to reach out to customers with unique services and with new types of advertising,” says Barry Downes, CEO, FeedHenry. “We are changing the way carriers and enterprises connect with customers forever, by extending the market beyond simple widget technology to interactive customer targeted advertising. We are delighted to receive this award.”

Already with customers such as Eircom and Munster Express, FeedHenry's Widget Service Platform enables telco's and enterprises deliver complex IMS capabilities such as voice, presence and location services and also interactive advertising on a Web 2.0 start page. It is delivered out-of-the-box, to provide content and services to end-users in a format that is easily downloaded and customized for distribution across mobile, desktop, TV or locations such as Facebook or iGoogle. The business case for interactive advertising with FeedHenry's widget service platform is compelling. FeedHenry:

- Offers more advertising channels for companies - advertising can now reach from the Web to mobile, desktop and, social and viral distribution.

- Increases traffic through personalization and a cool consumer experience with the ability for customers to customize a Website.
- Offers complex interactive advertising with widget adverts that can be virally shared across the Internet.
- Presents ways to monetize advertising through cost per click (CPC), cost per lead (CPL), cost per acquisition, contextual CPM, combined CPM/ CPC and brand utility widgets.

### **About FeedHenry**

FeedHenry provides an IMS widget content and services platform for Telecom operators and media companies looking to widgetize their content and services for the Web 2.0 world. FeedHenry delivers widgets, portable pieces of a website, via a personalized Web start-page, enabling users to personalize their experience, and distribute widgets across social networks from a PC, mobile phone or on to Facebook or iGoogle pages. FeedHenry is an active member in the W3C consortium for widgets. FeedHenry is an international company with offices in Silicon Valley and Ireland. Large software enterprises, telecommunications and media companies around the world use FeedHenry's widget platform to distribute information and grow customer revenues. FeedHenry is one of Telecommunications Software and Systems Group start-up companies. For more information visit: [www.feedhenry.com](http://www.feedhenry.com).

### **About International CTIA WIRELESS 2009**

As the largest wireless show in the world representing a \$1 trillion global industry, International CTIA WIRELESS brings together all industries advanced by wireless technology for three days of intense learning and networking. Visit [www.ctiashow.com](http://www.ctiashow.com).

CTIA -The Wireless Association® is the international association for the wireless telecommunications industry, representing carriers, manufacturers and wireless Internet providers. CTIA is also recognized as the producer of two annual technology events: International CTIA WIRELESS 2009 takes place in Las Vegas, April 1-3; International CTIA WIRELESS I.T. & Entertainment 2009 takes place in San Diego, October 7-9. For more association information, visit [www.ctia.org](http://www.ctia.org).

**For more information contact:**

Aoife Kimber

KimberPR

Tel: (650) 773 7288

[Email: akimber@kimberpr.com](mailto:akimber@kimberpr.com)

[www.kimberpr.com](http://www.kimberpr.com)

Barry Downes

Tel: +353 51 302 932

[Email: bdownes@feedhenry.com](mailto:bdownes@feedhenry.com)