

iMotions raises \$US 2.7 Million in Funding to Enhance Global Sales and Support

Copenhagen (August 21, 2007): iMotions – Emotion Technology A/S, the leading developer of objective, non-intrusive emotional response software, announced today that it has raised UD\$ 2.7 million in funding from a consortium of investors. The funding will allow iMotions to strengthen and expand its sales organization in the US and its support organization worldwide.

“We are currently establishing a strong sales group for developing our US customer base, and will continue to advance worldwide sales with an enhanced support organization,” says Peter Hartzbech, CEO of iMotions. He adds, “We expect this round of funding will take iMotions to a major international round, raising US\$ 10-15 million next summer.”

New investors have joined this round of financing, including The Way Forward ApS, controlled by serial entrepreneur Mads Kjær, Chairman of the Kjaer Group A/S; and Casper Foghsgaard, Business Development Manager, Novozymes, US.

“I am especially impressed with the speed at which the management team is executing the visionary and global plan for taking their emotion technology to market,” says Mads Kjær.

Casper Foghsgaard adds, “iMotions revolutionary technology goes beyond all present limitations of emotion measurement, and the potential market is huge.”

More than 95% of existing capital participated in this round of funding, including InVenture Capital A/S; Kenneth Morse, Managing Director of the MIT Entrepreneurship Center; Marketing and PR expert Andy Miller, Chairman and CEO of Miller Consulting Group; and Jørgen Thorball, Vice President of Business Development at Novozymes A/S. “The existing investors have been following iMotions very closely, and I am very proud of their continued support and belief in iMotions,” says Peter Hartzbech.

About iMotions

iMotions – Emotion Technology A/S is the developer of Emotion Tool™, the world’s first objective, non-intrusive, reliable software to measure human emotional response to visual stimuli such as print ads, direct marketing material, and brochures. The software, which also measures visual attention, uses data from a standard eye tracking monitor. Emotion Tool™ version 1.2 is currently being marketed to the Advertising & Marketing Research Industry worldwide.

Founded in 2005, by CEO Peter Hartzbech and CTO Jakob de Lemos, iMotions is headquartered in Copenhagen, Denmark. The company currently employs 45 people in technology development in Denmark, software development in India, and sales in Denmark and the US.

iMotions Contact

Peter Hartzbech

CEO & Co-Founder

+45 3644 8933

info@imotionsglobal.com