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iMotions–Emotion Technology A/S nominated for Entrepreneur of the year

Copenhagen, (November 26, 2007) iMotions - Emotions Technology A/S the leading developer of objective, non-intrusive emotional response software, announced that it has been nominated in the Start-up category for the Danish Entrepreneur of the Year Award 2007, hosted by Ernst & Young.

"We're very excited to be considered for this prestigious award. Not only is it an acknowledgement of iMotions' business foundation, but the nomination is also a seal of quality for our Corporate Social Responsibility and ability to inspire and motivate people of which we are extremely proud", says iMotions CEO and Co-founder Peter Hartzbech. "We are very proud to be nominated for the second year in a row, it is only the second time in the 11-year history of Entrepreneur of the Year, that a company has been nominated twice in the Staru-up category", added Peter Hartzbech.

iMotions first product, Emotion Tool, is used by the Advertising and Marketing Research industries. Working in conjunction with sophisticated eye-tracking hardware, the software measures emotional response (what consumers *feel* when looking at an ad or product) and visual attention (what consumers *see* when looking at an ad or product).

"We have an international team that has been working energetically with both software development and business development. Their skills and dedication have allowed us to develop and deliver our software in just 18 months", according to Co-founder and CTO Jakob de Lemos. "And with barely 3 years in operation, iMotions is present on big markets like the US, Russia, Germany, as well as Scandinavia, of course" added Peter Hartzbech, "we are very proud of our team and their accomplishments".

iMotions is following a successful entrepreneurial system, having gathered investors, an active Board of Directors, and an active Advisory Board to help the company achieve its goals within a short time frame. "Starting a company is never easy, and a software company with a disruptive technology is particularly difficult because of the long development phase before the product is ready to be sold. It takes capital and the right combination of competences to be successful. We

have a very global perspective at iMotions, and knew from the beginning that we would market our product worldwide. So having an international staff was an important part of our plan”, says Peter Hartzbech.

iMotions was in October 2007 awarded the American Chamber of Commerce Entrepreneurship Award for combining its leading edge technology with international business achievements.

“Having based iMotions on American and European best practices for start-ups, the nomination for Entrepreneur of the Year in the Start-up category, confirms the validity of our entrepreneurial model”, adds 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 assesses visual attention, relies on data from a standard eye tracking monitor.

Emotion Tool 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 46 people with Technology Development in Denmark, Software Development in India, and Sales Organizations in Denmark and the US

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