



Newsflash

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iome CEO attends business roundtable with David Miliband MP

Adastral Park, Ipswich: Phil Eames, CEO of location-based digital lifestyle services provider, iome, was one of only six senior directors to be invited to a business roundtable discussion with the UK's Foreign Secretary, David Miliband MP. The roundtable with CEOs of technology companies took place at BT's Adastral Park yesterday afternoon and focused on current business issues, including funding for growth.

Mr Miliband's visit to Ipswich was focused on highlighting foreign investment opportunities in the UK and to also promote the benefits that the 2012 Olympics will bring to the region.

Phil Eames, CEO of iome said: "Adastral Park is regarded as a major centre for technology innovation, not just in East Anglia but across the UK. David Miliband was keen to speak with technology CEOs located within the Park to understand the issues we are facing, in particular to hear how foreign investment in UK technology companies is helping aid economic recovery in the region.

One area that was discussed in great detail was the lack of funding available to 'mid-stage' companies – i.e. those that are beyond the start-up phase and planning for significant growth. UK venture capitalists are risk adverse and Government grants tend to only support very early start-ups. This creates a gap and, as a result, many companies at this stage turn to the US for support as it is easier to raise money there. The 'Delaware Flip', as it is known, is becoming more common as UK businesses incorporate in the US to raise additional funds. The roundtable was certainly thought-provoking and Mr Miliband seemed very interested in the issues that we raised."

For further information on iome, visit www.io-me.com.

Notes to Editors:

High resolution images of Phil Eames are available on request.



About iome:

iome is a technology company providing internet and mobile services, that link activities, interests, locations, routes and places so consumers can plan and book, all based on their preferences and where they are at any time.

iome is a pioneer of location-based digital lifestyle services. It partners with brands, network providers and Government, enabling them to offer dynamic digital services to end-users. iome creates new ways for organisations to engage with their customers, develop closer relationships and increase return on infrastructure investment.

iome's services have the ability to capture and analyse user data to provide an increasingly engaging personalised experience for end-users and, in turn, a highly targeted marketing method for advertisers and brands.

The company was created in May 2005 by British Telecommunications and New Venture Partners after five years development in BT's Research Laboratories. It has offices in London and Ipswich. www.io-me.com

Media Contact

Peppa Sheridan

Peptalk Communications

+44 (0) 1787 313822

peppa@peptalkcommunications.com

