



Press Release

28 January 2010

iome appoints Matthew Karas to board of directors

New media, broadcast and Internet technologist joins to deliver strategic product development advice and direction

London, UK: iome, a provider of digital social event planning tools for mobile and web users, today announced the appointment of Matthew Karas to its board of directors. With over 15 years' experience in internet technology and software development for the broadcast and new media markets, Matthew will oversee iome's technological advances by providing direction towards the future progress of iome's social networking-based digital service, Plotstar.

Having provided strategic advice, performed due diligence services and various management roles at companies including ITV, Dremedia, Autonomy, Al Jazeera International, BBC, Videojug and the UK Parliament, Matthew brings to the iome board a wealth of technical expertise in addition to sound industry knowledge.

Phil Eames, CEO of iome, said: "iome is focused on delivering innovation in the digital event planning space through the creation of innovative market firsts. Therefore, we are extremely pleased to have appointed Matthew Karas to the board of directors. His experience in delivering revolutionary technologies in the new media and broadcast space is second to none and we are confident that his role at iome will ensure we are continually striving to innovate and extend the Plotstar service."

Commenting on his appointment to the board, Matthew said: "It is an exciting time at iome as it looks to evolve its reach in the digital planning space. iome has already delivered a market first with Plotstar by enabling people to quickly discover places to see, things to do, make bookings and access discounts via Web or WAP, based on their preferences and location. I look forward to working with the team to provide strategic advice regarding the next stage of the company's product development."

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



Notes to Editors:

High resolution images of Phil Eames and Matthew Karas are available on request.

About iome:

iome provides brands, marketers, retailers and advertisers with a free digital event planning tool that enables them to extend the relationship they have with customers, beyond the point-of-sale, and generate new revenues.

The company partners with brands and advertisers, 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. www.io-me.com

Media Contact for iome:

Peppa Sheridan

Peptalk Communications

+44 (0) 1787 313822

peppa@peptalkcommunications.co.uk

