



Press Release

13 January 2010

Wicoms signs with iome to provide UK leisure communities with new digital event planning tool

London: Wicoms, the digital entertainment services company, has partnered with iome to deliver the world's first, white-labelled social event planning tool to its customers in the UK leisure and hospitality industry. The iome Plotstar service will be accessible via Wicoms' WiFi and entertainment networks that are available in a wide range of leisure locations, including holiday and leisure parks, stadiums, hotels and conference venues.

The free-to-use digital event planning tool will reach a combined community of over 50 million consumers annually who reside at Wicom's customer sites, including Pontins and the Camping and Caravanning Club of Great Britain. The Plotstar service will be individually branded for each Wicoms customer, in order to match their existing corporate look and feel.

Via the Wicoms WiFi and entertainment network, holidaymakers will be able to quickly discover new things to do, places to visit and access offers and discounts, using their PC, laptop or mobile device. An event plan can then be created and shared with friends and family on social networking sites, helping people make the most of their holiday.

Simon Rendell, Chairman, Wicoms said: "The iome Plotstar white-labelled service is a perfect fit for us. It enables us to offer our customers a new service that will deliver real benefits to *their* customers. Via the existing Wicoms network, the social event planning tool will enable holidaymakers to create exciting itineraries based on their location and personal preferences. It will help them discover what is around them and also offer discounts or offers so they can save money whilst on their break."

Added Simon Rendell: "For us, the decision to partner with iome was a no-brainer. Plotstar is offered free of charge and roll-out to our customers will take place very quickly. Plus, we all benefit from being able to generate new revenues through the service on purchases made (such as theatre tickets and restaurant bookings) in addition to advertising and sponsorship. It's a win-win for all concerned."



Added Phil Eames, CEO, iome: "We are excited to be working with Wicoms as we believe our Plotstar service is an ideal solution for them and their customers. Plotstar complements the existing Wicoms digital services and gives holidaymakers the opportunity to make more of their time away by discovering new places to visit or creating itineraries of things to do. Work is taking place now to roll the service out to Wicoms' portfolio of leisure communities over the coming weeks."

For further information regarding iome's white-labelled service visit; www.io-me.com or to see it in action, visit www.plotstar.com. For further information on Wicoms, visit www.wicoms.co.uk.

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Notes to Editors:

High resolution images 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

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