



**COGI AWARDED 'BEST IN SHOW' AT TWIISTUP 5  
RECOGNIZED AS THE TOP TECHNOLOGY START-UP TO WATCH**

*New service lets you capture, review and share important calls and meetings*

**Santa Barbara, CA – February 18, 2009** – Cogi is proud to announce it was awarded 'Best In Show' last Thursday at Twiistup 5, the premier Los Angeles technology and media event. This highly sought-after award recognizes Cogi as the top technology start-up company to watch in Southern California.

A panel of nine judges, including technology experts and bloggers, previously selected Cogi from a pool of more than 100 nominees. After an action-packed evening of exhibiting and demonstrating Cogi to over 1,000 attendees, these judges then selected Cogi as the top technology start-up.

Cogi is an audio recording and transcription service that lets busy consumers and professionals forget about note-taking and become more active in their conversations. The service provides accurate, timely and secure audio recordings and text transcripts of conversations, conducted on the phone or in person.

"All of us here at Cogi are ecstatic to have been chosen as 'Best In Show.' It was an honor to be given the opportunity to show off our service at the event," said Palmer Jackson, Chief Marketing Officer, Cogi. "The feedback we received from event attendees reinforced what we already know. People typically rely on memory and scraps of paper to keep track on their conversations, which leads to lost information. ...Cogi is an easy-to-use, comprehensive solution to this universal problem."

**A Virtual Note-Taking Service**

Cogi uses a combination of state-of-the-art signal processing, speech-to-text technology and human quality assurance to capture conversations and take notes. During discussions users can highlight the important moments with the push of a button. These highlights are transcribed into text for quick review via Cogi's email-like web interface. Users can also listen to the full audio of conversations, share recordings and transcripts, search for key terms and more.

Cogi is available at [www.cogi.com](http://www.cogi.com) with a 30 day free trial. The service works on any U.S. phone on any network with a base cost of \$29.95 a month.

**About Twiistup**

Twiistup is the premier LA technology and media event, attracting the creative elite from all business verticals and horizontals in the area. Thousands of technologists from across the U.S. have turned out for Twiistup events, including: entrepreneurs, investors, media-planners, business development executives and content creators from the web, gaming, film, TV, live-events, music, print and mobile industries. For more info please visit [twiistup.com](http://twiistup.com).

**About Cogi**

Cogi was created to solve a problem everyone shares – how to remember and act upon the important points that flow from every conversation. With its service, Cogi gives users a way to effortlessly recall and track important conversations through the use of an intuitive, web-based experience that seamlessly transcribes the important parts of conversations – the 'COGent Ideas' or Cogi.

Headquartered in Santa Barbara, CA, Cogi was started in March 2007 by a group of technology veterans. For more information on Cogi and to set up a Cogi account, visit us at [www.cogi.com](http://www.cogi.com).

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