

FOR IMMEDIATE RELEASE

February 10, 2010

Cogi Receives Tech Sector Company of the Year Award

South coast firm's mantra to busy people... "Relax... We'll take the notes."

Santa Barbara, CA – Cogi, a Santa Barbara based technology company comprised of leading technologists and marketing veterans, was awarded the "High Technology Sector Company of the Year" award by the Santa Barbara Technology and Industry Association (SBTIA). The award was given during the SBTIA annual membership dinner.

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.

Cogi just launched an iPhone app which allows users to turn their iPhone into a powerful business tool – one that allows people to capture important conversations and share key parts of any conversation with others.

In accepting the award, Cogi CEO Mark Cromack talked about Cogi's value in everyday business life, "...every day most of us spend a great deal of time on the phone or in meetings, often times unable to stay completely focused because we're trying to write down what was said. How can we stay focused on listening when we're writing something down? Cogi is able, through its technology, to capture the notes from your spoken conversations and turn those notes into action."

Cogi is no stranger to awards, as it previously won "Best in Show" at Twiistup 5, where the company was recognized as the top technology startup company to watch in Southern California.

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. Cogi gives users a way to effortlessly recall and track important conversations through the use of an intuitive, web or phone based experience that seamlessly transcribes the important parts of conversations – the 'COGent Ideas' or Cogi.

About SBTIA

The driving force behind SBTIA is the need to have an environment where South Coast CEOs and other top executives can exchange information, wrestle with complex issues and make a positive difference for manufacturing and technology based companies as well as those stakeholders who support local industry.

Media Contact

Palmer Jackson

Chief Operating Officer

palmer.jackson@cogi.com

(805) 456-6550