



INTRODUCING COGI: NEW SERVICE LETS YOU CAPTURE, REVIEW AND SHARE IMPORTANT CALLS AND MEETINGS

New productivity tool acts as a virtual note-taking service – providing accurate, timely and secure audio and text transcripts so users can hear and read the important points from any call or meeting

Works instantly on any U.S. Phone while at home, in the office or on-the-go

Santa Barbara, CA – December 4th, 2008 – Cogi today announced the launch of its new productivity tool, an audio recording and transcription service that lets busy consumers and professionals remember every detail from every conversation whether it's a phone call or an in-person meeting – without writing a single note. The Cogi service (with a free 30 day trial) is now available at www.cogi.com.

Cogi empowers individuals to focus on their conversations without the distraction of taking notes. In just a few minutes, users can sign-up and start using the new service that records important phone calls or in-person meetings and transcribes key points as specified by the user. Using a combination of state-of-the-art signal processing, speech-to-text technology, and human assistance, Cogi is revolutionizing the way people keep track of important commitments and details that occur in their phone calls and meetings, not to mention capturing the nuances of how things were said.

"We heard it loud and clear in our customer research ... it's getting harder and harder to keep up with the avalanche of important details – especially the ones that come from conversations," says Palmer Jackson, Cogi Chief Marketing Officer. "There is a tension in every conversation between listening well and taking good notes. Prior to Cogi, it's been nearly impossible to do both at the same time."

"Simply recording calls just doesn't cut it, so we built a first-to-market service that lets users quickly hear, read and share what was said during important conversations. And, Cogi is a great mobile safety tool – letting cell phone users make calls without worrying about taking notes while driving," Jackson adds.

To start Cogi, users can initiate a call using their desktop software or dial the Cogi Access Number from any landline or mobile phone. Once activated, users can record full conversations and flag key ("cogent") parts of the discussion with the push of a button on their computer or phone keypad. When the call or meeting is over, users access Cogi's email-like web interface to view and share recordings and transcripts.

How It Works

- *Meetings* – Use Cogi to capture in-person meetings. Users dial the Cogi Access Number using any speaker phone to activate the service.
- *Conference Calls* – While at the computer, users log into their Cogi account and type the number they want to call. Cogi calls the user and then automatically dials the desired number.
- *In The Car* – Stay safe while on-the-go. Users don't have to worry about missing key points while driving. Cogi takes the notes while drivers focus on the road.

Key Benefits

- *Capture* – Use the Cogi desktop software to initiate a call from their landline, conference phone or cell phone. Recording settings can be adjusted at any time – options include recording yourself, recording both parties or recording can be turned off ("off the record").
- *Highlight* – Press a button to "highlight" key parts of the conversation for easy recall and follow up.
- *Review* – Users can access their secure online Cogi account to read a transcript of important points, listen to those points again or replay the full audio recording of a conversation.
- *Search* – Enter a key word and Cogi searches the user's call list to locate the appropriate conversation.
- *Share* – Forward conversations to others so they can read and hear what was said – as if they were there. It's a powerful way to delegate and keep everyone on the same page.

Pricing and Availability

The Cogi application is now available for download from www.cogi.com. The service works on any U.S. phone on any network with a base cost of \$29.95 a month. Cogi offers a 30 day, risk-free trial.

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. We often forget the important details within a given conversation by the time the conversation has ended.

With its revolutionary new service, Cogi gives users a way to effortlessly recall and track their 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. Their successful hands-on experience with companies like CallWave, CrystalVoice Communications, ComDesign and PulsePoint Communications gave them a solid business, marketing and technology foundation on which to build Cogi. For more information on Cogi and to set up a Cogi account, visit us at www.cogi.com.

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