

Shoppers can now use their iPhone to compare prices before buying in-store

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Having recently won more than 20 Million Internet users, Twenga takes comparison-shopping mobile with new bargain-hunter's guide for the iPhone

London – 22nd December 2008 – Twenga (<http://www.twenga.co.uk>), the most comprehensive shopping search engine on the Web, today launched the first iPhone application to help shoppers find the best price available before buying in-store. Developed in collaboration with software publisher Backelite, this application is available from today in six countries, including the UK, France, Germany, Spain, Italy and The Netherlands.

Know before you buy: prices, product specifications, consumer reviews...

The Twenga iPhone Application (<http://www.twenga.co.uk/iphone/>) lets iPhone owners use their mobile phones to check the price of an item to find the best deal before buying it in a store. Using an interface specifically designed for the iPhone (<http://www.apple.com/iphone/>), users can browse through hi-tech offers available on Twenga's website, used by more than 20 million Internet comparison shoppers worldwide. In a few simple steps, users can find and compare prices, technical specifications and consumer reviews – all the information they need before deciding where to purchase, in-store or online, on any one of the 500,000 offers from 500 different brands sold by 1,300 online retailers (see practical case study attached).

"We are very pleased to be the first enterprise to offer a price comparison application specifically designed for the iPhone. Innovation is in our DNA, and that is what has earned us the trust of our users worldwide," stated Bastien Duclaux, Twenga's CEO.

Always get the best deal in-store or online

The products available on the Twenga iPhone Application, from cameras to food processors, are among this year's most sought-after Christmas gifts. With goods ranging from cameras, audio-video, phones, computers and electrical appliances, finding the perfect gift, even for those who are impossible to shop for, is now an easy and budget-friendly task.

No more following shop assistants through busy crowds, and certainly no danger of missing a bargain. During the current economic crisis, this free application is a welcome tool to help consumers find the best price. It can be found at Twenga App (<http://www.twenga.co.uk/iphone>) and downloaded from the Apple App Store. A demonstration video is available here [Demo Video \(http://vimeo.com/2513949\)](http://vimeo.com/2513949)

Sébastien Berten, CEO of Backelite, said, "The ability to compare prices on the road – whether to make an urgent purchase decision or to double-check on a last-minute bargain – is a great consumer benefit."

Twenga Reaches A Milestone – 20 million Internet users in just 2 years

After launching just two years ago, the 12 Twenga sites worldwide today present more than 100 million offers from more than 60 000 retailers. In November 2008, the company reached a massive milestone after

receiving more than 20 million visits to their sites, which include the UK, France, Spain, Italy, Germany, the Netherlands, Poland, Brazil, Russia and the United States. Twenga currently employ 90 people and plan to double its workforce in 2009.

Since its inception, Twenga has adhered to a strict dedication to becoming the most encompassing and objective shopping search engine. As such, the company's search results displayed to Internet users are always free of any commercial bias. In parallel, Twenga has developed innovative services such as international price comparison, price drop alerts and as of today, the new Twenga iPhone Application.

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About Twenga

Twenga, the new-generation search engine, enables millions of shoppers throughout the world to find what they want, at the best price, from the online shop of their choice.

Thanks to its home-grown technology, Twenga automatically gathers offerings from online retailers and displays them in one searchable site. As a result, Twenga has the most comprehensive listing of online shops. Its search results are objective and not biased by commercial relationships.

Founded in 2006 by Bastien Duclaux and Cedric Anes, Twenga is headquartered in Paris, France; its 12 sites, including the UK, France, Spain, Italy, Germany, the Netherlands, Poland, Brazil, Russia and the United States, display 100 million offerings from over 60,000 online shops. In December 2008, Twenga sites received over 20 million visits.

www.twenga.co.uk

About Backelite

Created in 2006 by managers and experts from leading French mobile operators, Backelite, enables advertisers, operators, mass media, service providers to design and distribute their content and multimedia services on mobile devices . Backelite is now a major player in the development of mobile services in France.

www.backelite.com

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About Bastien Duclaux and Cédric Anès, Twenga's co-founders

Ever since meeting at the l'Ecole Nationale Supérieure des Télécommunications in Paris, Bastien Duclaux and Cédric Anès had a vision of founding a company together. They soon started developing software solutions which heralded the technology that would later lead to Twenga's success. Various positions in large consulting firms as well as in hi-tech start-ups gave them hands-on experience in managing businesses at various stages of maturity – a unique asset for young entrepreneurs. Today, as CEO and CTO of Twenga respectively, Bastien Duclaux and Cedric Anès are a high-flying duo cast in the same mould as the legendary double acts who founded the best-performing companies in the American online market.

Enclosed in the press pack:

- A practical case study
- High-definition photo of an iPhone with the Twenga iPhone Application
- Screenshots of the Twenga iPhone Application (Web-quality, see below)
- A video is also available online at <http://vimeo.com/2513949>