

# Cogenta CEO Steps Down

Submitted by: Cogenta Systems

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Effective April 18, 2011, Mr. Douglas Orr will be stepping down from his responsibilities of CEO of Cogenta.

Mr. Orr, has spent the last six years in the executive role of founder and CEO of the company. 'I have had the pleasure of leading Cogenta through its transition from a provider of a leading web search tool, Research Director supporting real-time security practices to what is now a world leading mobile shopping eco system supporting the needs of mobile operators and handset manufactures' said Mr. Orr. While at Cogenta Mr. Orr was successful in establishing relationship with handset manufactures including; Nokia, Samsung, RIM and others.

"As businesses develop and grow, sometimes there arise different visions as to the route ahead. Given that such differences now exist and that Cogenta is about to enter a new exciting phase in its history where it will require a new CEO able to fully support the vision of Cogenta's Board: stated Mr. Orr

Mr. Orr wishes to thank the Venture Community and the angel investors who have supported and help the growth of Cogenta.

Mr. Orr is currently reviewing opportunities and looks forward to continue his professional and personal relationships with all the valued and trusted partners he has worked with.

COGENTA tracks 7 million consumer product price points daily to provide a unique view of the consumer market place. With this analysis it provides pricing intelligence services to the UKs major retailers and manufacturers. It also provides consumer services through the Sscope website ([www.sscope.co.uk](http://www.sscope.co.uk)), iPhone and Blackberry applications both in the UK and US. Sscope is the ultimate shopping assistant. It enables consumers to identify the best deals while shopping on the web or in the store.

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