



**MEDIA RELEASE**

**FOR IMMEDIATE RELEASE**

**PINGAR TO SHOWCASE AT PRESTIGIOUS UK GROWTH & INNOVATION FORUM**

*Pingar Selected From NZ To Attend Prestigious UK Innovation & Growth Forum*

**Auckland, 6 March 2008** – Pingar, the Tauranga-based dynamic technology publishing company announced today that it was delighted to be the only New Zealand Company selected by UK Trade & Investment to attend the 2008 UK Technology, Innovation and Growth Forum.

The UK Technology, Innovation and Growth forum ('UK forum') is a two-day conference in London on 17 and 18 March at London's Hilton Metropole hotel that includes a showcase area for selected companies like Pingar to champion the development of innovative and dynamic technology.

Pingar Managing Director Peter Wren-Hilton says Pingar has already made significant progress on the road to attending the UK forum.

"We are delighted to attend the UK forum and no doubt the adoption of our SmartAnalytics beta portal by Microsoft in its latest version of Microsoft Office 2007 and IE 7 was one of the key milestones that brought us to the attention of UK Trade & Investment," says Wren-Hilton.

John Waugh, Director, Trade and Investment and Hon. Consul-General, UK Trade & Investment (NZ) says that Pingar was selected to attend as it epitomises the theme of the UK forum.

"Pingar stands out because as a high-tech growth company it is at the forefront of technological change and has a platform that is poised to become the market standard in the search, aggregation and distribution of online information," says Waugh.

Waugh says that UK Trade & Investment was also impressed with the extent of Pingar's strategic relationships in the UK.

"For example, Pingar is working very closely with Microsoft in the UK along with other strategic partners FAST and GlobalGraphics to develop advanced solutions so the conference is a perfect platform to showcase their technology."

Wren-Hilton says that the University of Waikato has also been pivotal in assisting in the development of some of the complex algorithms used in Pingar's technology platform.

“The University of Waikato has been great to work with and we will continue to do so alongside our partnership with Microsoft on ‘hot’ new technologies.”

Wren-Hilton adds that Pingar is also working with UK Trade & Investment Global Entrepreneur Programme’s Deal Maker Sheetal Mehta who is providing critical guidance for the Company’s entry into the UK market.

“UK Trade and Investment has been a fantastic resource with the likes of Sheetal Mehta able to give us the essential support and business guidance we need to make the right next moves including the recent appointment of our new CEO Timothy Burgess and assistance in raising £3 million to build scale and technology in the UK.”

## **ENDS**

Peter Wren Hilton, Managing Director, Pingar, Mobile +64 21 791 120

John Waugh, Director, Trade and Investment and Hon. Consul-General, UK Trade & Investment, +64 9 303 5010

Julien Leys, JML Communications, Ph +64 9 358 2828, Mobile +64 21 655 598

## **About Pingar**

Established in 2004, Tauranga-based Pingar provides an advanced search platform which delivers dynamic reports via the Internet by interpreting a user’s search query. In short, it changes the face of mainstream Internet search. Rather than using the keyword search technology deployed by traditional search engines, Pingar uses an advanced underlying technology that understands the context of the query. Pingar therefore aggregates this data, providing customised reports to users and sharing advertising revenue with content owners.

For more information, please visit: [www.pingar.com](http://www.pingar.com)