

## ***Press Release***

### **Blendology's SoJoLife Selected Finalist for Coveted HATCH Pitch Competition at SXSW 2012**

Austin, Texas and Cambridge, UK – 10 March, 2012– Blendology Limited, the interactive event solutions company, announced today that the Company and its SoJoLife interactive social event solution has been selected as a finalist in the highly coveted HATCH Pitch Competition at SXSW Interactive in Austin, Texas.

Bill Munday, CEO of Blendology commented: “Becoming a finalist in the HATCH Pitch Competition is an amazing opportunity for us to present our unique concept in interactive event solutions to such a high caliber panel of judges. Our clever technology, market understanding and experienced team provide a compelling business case for investors and potential partners. We are very much looking forward to receiving their valuable insight and feedback on our SoJoLife solution as well winning some prizes and gaining investor interest.”

Blendology is among 15 finalists that have been selected from hundreds of applicants to present it's revolutionary interactive event solution - SoJoLife - in a '4 minute pitch' to a live panel of corporate, angel and venture investor judges. The competition will take place on Sunday 11<sup>th</sup> March, 2012 in front of an influential and well-connected audience at the SXSW 2012 Startup Village in Austin, Texas, for prizes which include Entrepreneur Hour with Austin Ventures, extensive media exposure, valuable mentoring/coaching and other prizes provided by Microsoft.

Blendology will be showcasing SoJoLife Interactive Event Solutions at SXSW Interactive in Austin, Texas, 12<sup>th</sup> – 15<sup>th</sup> March, 2012, on Stand 1119/1218. SXSWi attendees are invited to join the SoJoLife team at the SoJoLife Launch Party on Monday 12<sup>th</sup> March from 5pm – 8pm.

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## **About Blendology**

Blendology is an interactive event solutions company that enables brand managers and event organisers to engage with their customers and deliver measurable results from their promotional spend. Blendology's unique branded 'gadgets' allow users to make real-life connections and build online networks, and the Brand Manager Platform provides valuable information to monitor, analyse and measure campaign success.

Blendology's event solutions include ProJoGroup, designed specifically for the professional conference and exhibition market, and SoJoLife which is targeted at large scale social gatherings such as live performances, sporting and hospitality events.

Established in March 2011, Blendology is a privately held company with multiple patents filed for its 'tap' technology and business model. The Company has secured seed funding and is currently seeking additional funding to ramp up production and expand business development activities. For more information, visit [www.blendology.com](http://www.blendology.com).

For investment opportunities, please contact Bill Munday on +44 (0) 7960 525035 or by email [bill.munday@blendology.com](mailto:bill.munday@blendology.com).

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