



## **Pongr Named CEA i-Stage Award Finalist**

*Pongr announces it was named a finalist in the CEA i-Stage competition. Pongr develops, markets, and supports mobile price comparison software that includes computer vision based product recognition.*

Boston, MA, September 25, 2008 --(PR.com)-- Pongr announced today that the Consumer Electronics Association (CEA), the producer of the International CES, has named it as an i-stage awards finalist. This debut technology event features the most innovative new consumer technology products that will soon come to market. CEA's i-stage award finalists will unveil their products before a live audience on Monday, October 20, at CEA's 2008 Industry Forum, scheduled October 19-22, 2008, at the Four Seasons Hotel in Las Vegas, NV.

Pongr is a mobile price checking service that allows users to price comparison shop from their phone. Users send Pongr a text message (to SHOPP) or e-mail (to ping@pong.com) with the image, description, or barcode of the item they are interested in buying and they will immediately receive a list of stores and websites where the item can be found for the lowest price. Users can then purchase the item directly from their phone or access it later through Pongr's website. Pongr is free to use and does not require any downloads.

“We're honored and excited that Pongr has been named an i-stage finalist. All of us at Pongr have been working incredibly hard and are eager to introduce Pongr to the public and allow users to start utilizing our mobile and vision technology to price compare. We're grateful for the opportunity to work with CEA and look forward to the show in October,” said James Thomson, CEO and co-founder, Pongr.

The winner of the i-stage competition will receive \$50,000 to develop its product line, as well as free turnkey exhibit space at the upcoming 2009 International CES®, the world's largest consumer technology tradeshow, to be held in Las Vegas January 8-11.

The i-stage finalists will have their products reviewed and judged on Monday, October 20, at the Four Seasons Hotel in Las Vegas, by a panel of technology experts including Kevin Kelly, Wired Magazine; Ryan Block, formerly of Engadget and Jeff Pulver. Molly Wood, executive editor of CNET, will serve as Master of Ceremonies for the event.

### About Pongr

Pongr's mobile technology allows you to price comparison shop from your cell phone for just about anything you want to buy, including music, movies, games, clothing, shoes, electronics, appliances, and more. To learn more about Pongr, visit the company website at <http://www.pongr.com> and the company blog at <http://www.thepongblog.com>.

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