

PRESS RELEASE

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Data Driven Logistics Limited.

Canditv® Wins 2008 ICT Excellence Awards For Best Innovative Product

The Directors of Data Driven Logistics Limited based in Stoke on Trent, are delighted to announce further award success at last night's ICT Excellence Awards held at the National Motorcycle Museum.

Their product Canditv®, already the Winner of the Sentinel Business Awards Innovation category and shortlisted Finalist of the BCS Industry Awards beat off stiff competition from across the region to land the coveted Best Innovative Product Award at a presentation ceremony held last night at the National Motorcycle Museum.

Almost 2 years in development and now the subject of international patents, Data Driven's Canditv® is a breakthrough technology that enables people with ordinary mobile telephones to use them just like TV remotes to take control and navigate content displayed on public facing screens when out of the home.

Phil Hackett, Chief Executive of Shakespeare Country, stated "We're delighted that Data Driven Logistics has won this award for our 24 hour Tourist Information Service. This innovative service has proved to be immensely valuable as it not only captures information about the visitor's interest, but it enables visitors to find out information at any time of the day or night. We look forward to rolling out this popular and unique service within other towns in Shakespeare Country in the near future."

Mike Musson, ICT Cluster Manager, added: "This year we've seen the highest standard of award entries yet and competition has been incredibly tough. The judging process has been rigorous and the panel faced a major challenge in deciding the final winners due to the sheer quality, innovation and excellent service provided by all the finalists. The awards are testament to the quality and diversity among technology companies in the West Midlands region.

Kevin Griffiths, Data Driven Logistics managing director, said: "It's great to be recognised for our innovative products for a second year running and during such an early stage in Canditv's lifecycle. It's also a great motivation for the team to have their hard work acclaimed in this way. Finally, it's been fantastic taking part as the feedback from the judges has been invaluable to us."



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Notes to editors

Canditv® is part of Data Driven Logistics Ltd, an innovative software and technology solutions provider. Canditv® enables any television or screen that is connected to the Internet to become interactive, allowing advertisers, retailers, games manufacturers, service providers and so on, to reach their target markets and customers in a completely new and innovative way. Simply by using any mobile phone to dial the number displayed on a screen enables users to navigate and interact with the content. For further information visit www.canditv.com or contact Kevin Taylor 08458 733200, kevin.taylor@canditv.com

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