

PRESS RELEASE

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Data Driven Logistics Limited.

Data Driven Logistics Project Excellence Medallist in BCS Industry Awards

The Directors of Data Driven Logistics Limited based in Stoke on Trent, are delighted to announce their success as Medallists for Project Excellence and Flagship Innovation at the BCS Industry Awards held last night at the Marriott Grosvenor House Hotel, London.

Their product Canditv®, already the Winner of the Sentinel Business Awards Innovation category and more recently Winner of Best Innovative Product at the ICT Excellence Awards held at the National Motorcycle Museum, again saw off competition from a very strong shortlisted field including the likes of Virgin Atlantic to take the Medallist award.

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.

Already proven by Shakespeare Country in Stratford Upon Avon and with orders and strong interest now being received from a wide range of public and private sector organizations including local authorities and leisure and retail providers due to its simple and cost effective appeal, the continued awards success is a very positive sign that the technology is set to make a significant impact in 2009.

Kevin Taylor, Business Development Director for Data Driven Logistics commented "To be recognized at this level for our product innovation is extremely encouraging and in receiving this award we are delighted for our staff and everyone who has supported us."

Alan Pollard BCS President said "The standard of entry has been exceptionally high this year and the judges faced the daunting task to select those that had something extra."

David Clarke BCS Chief Executive commented "In the current economic situation it is rewarding to see that IT is continuing to lead through innovation and deliver real business benefits."

The BCS IT Industry Awards, supported by Intellect and NCC, are the leading hallmark of success amongst practitioners today. The cross industry awards form a central element to the BCS' professionalism in IT initiative and recognise, promote and acclaim excellence, professionalism, innovation and the outstanding achievements to which individuals and groups contribute

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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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