



BootB Launches Advertising Campaign and Reveals \$100,000 Winner

Telecom professional in India submits winning ad concept

DENVER – May 20, 2008 – BootB, an online marketplace dedicated to revolutionizing the advertising industry, today launched its print and online ad campaign in the United States based on the creative concept submitted by Naveen Iyengar of Bangalor, India. After reviewing 322 submissions from 67 countries, BootB awarded \$100,000 to Iyengar for his imaginative concept, which depicts ideas being juiced from a creative brain. Visit www.BootB.com to view a sample ad.

BootB posted its own brief with the goal of developing an ad campaign to attract companies with creative needs and individuals with imaginative flair. The winner, Iyengar, found BootB an ideal medium to channel his creative ideas. He is the founder of Unicel Technologies, a telecommunications and mobile phone operator, and has a master's degree in business. He describes creativity as an inherent part of his nature.

“I toiled on this idea during breaks at the office and at home in my off-hours and the entire creative process was really fun and a stress buster compared with my corporate life,” said Iyengar. “This project gave me space, identity, freedom and gratification, and the best part was that I could be my best or worst and there was no one to judge the process. The money is a fantastic bonus and I’m already thinking about ways to spend it.”

BootB works as an online marketplace that allows anyone anywhere to respond to the creative briefs posted by major companies and to be paid professional fees for their ideas. Since the company launched in January 2008, more than 7,500 people in 112 countries have registered on www.BootB.com to view ad briefs and submit their ideas. To service the global marketplace, BootB operates in 12 languages.

CEO Pier Ludovico Bancale, an international marketing and advertising veteran, founded BootB based on a vision to revolutionize the advertising community by eliminating geographic barriers and giving those with creative talent an outlet to express themselves.

“This is a great example of how BootB is intended to work – completely absent of geographical boundaries,” said Bancale. “BootB serves as a worldwide melting pot of originality. We allow any organization to solicit creative ideas and choose the best concepts submitted by people of all ages and all cultures from around the globe.”

In less than five months since BootB was established, several well-known companies have utilized the power of BootB spanning the United Kingdom (Reckitt-Benckiser), Denmark (Lego), France (Peugeot, Auchan), Russia (Abrau-Durso), India (PVM), Italy (Ferrero, Mondadori, Gancia), Switzerland (Unicef) and the US (Disney, PMI). Winning submissions have been posted by creative brains located in Belgium, Brazil, France, Italy, Russia, Ukraine and the US.

PRESS CONTACT: For more information about BootB or to schedule an interview with BootB CEO Pier Ludovico Bancale or with the BootB brief winner, Naveen Iyengar, please contact Michelle Chase at +1.303.284.8440/ michelle@chasecomm.net, or Rebecca Scanlan at +1.303.733.0328/ rebecca@chasecomm.net.