



Press Release

BootB – “the first Creativity Search Engine” LAUNCHES GLOBALLY FROM ITALY

Leading brands as Disney, EMI Music, Lego, Peugeot, Unilever and 20th Century Fox have already used BootB. Famous Italian businessmen - Trapanni, Marzotto and Guzzini are the new partners of the initiative.

Milan - November 11, 2009 – today marks an important milestone as **www.BootB.com**, acronym for “**Brands out of the Box**” finds its official launch day after succeeding, in just 2 years of beta version, to revolutionize in a Web2.0 style the global world of creativity.

The global project has utter Italian roots; the founder and CEO is **Pier Ludovico Bancale** - former manager in multinationals like Johnson & Johnson, Colgate-Palmolive and L'Oréal. Next to him, financing **www.BootB.com**, very unconventional and successful businessmen are to be found: **Francesco Trapanni** - CEO BULGARI Group, **Matteo Marzotto** - President of ENIT, **Mauro Guzzini** - CEO Teuco GUZZINI, in addition to **Gianluca Aprile di Cimia**, **Francesca Raimondo**, **Paolo Tanoni** and others.

While emerging from Italy, **BootB** has gained a strong and predominant international dimension and turned into **the first global creativity marketplace** that musters leading edge ideas relying on a creative pool counting more than 15,000 members coming from 132 countries. BootB brings a refashioned creative process representing an alternative to the traditional outsourcing model whilst allowing time and money savings. Any company, agency or individual can post its brief online at **www.BootB.com** and expect prolific ideas in response to a wide range of creative tasks: design of a new advertising campaign, logo creation, new packaging, movie titles formulation, interior design propositions and so much more. In only 2 years of testing, BootB clients have received for every published pitch, an average of 180 solutions generated by the best creative talents in the world. This anonymous and democratic model of efficient creativity search is known in the industry as “crowdsourcing” and it has proved to be beneficial for both companies and creative talents from all corners of the planet.

"Our business model and assets - the community of creative talent, website, service delivery platform, and expert knowledge of crowdsourcing - are all truly global and we already have plans to start developing business in all key advertising markets" - said Valerie Taylor Roberts, BootB Co-CEO & COO. "Right now we are planning launch activities in UK, Germany and France – then of course, there is the US, and we are highly motivated to establish BootB in the world's biggest advertising market as a 2010 priority."

BootB.com is a sort of "Creativity Search Engine". It facilitates the quest and identification of the best creativity through a 100% online process. No wonder **more than 2,000 advertising agencies** became part of the BootB creators' database in want of interesting and challenging creative races initiated by famous brands.

In its pre-launch period, BootB has achieved to gain as first clients some of the largest international brands like **Auchan, Disney, EMI Music, Lego, New Holland, Peugeot, Perfetti Van Melle, Unicef, Unilever, 20th Century Fox** among many. Today www.BootB.com lines up to become the official search engine of creativity.

"The programming of the platform was carried out by a group of Russian programmers, just like Sergey Brin, the inventor of the algorithm that has made Google the first search engine in the world" - said Pier Ludovico Bancale, BootB founder, CEO and majority shareholder with 58% shares - "for me, Google has been a landmark since the beginning; the choice of the registered office in Delaware, the platform based in California and our mission 'If something exists, search! If not ... create! ', confirms this".

www.BootB.com is a website created in San Francisco with the objective to allow businesses and agencies to cater their creative needs through a 100% online platform. BootB is a marketplace where demand and supply of creativity adjoin through "crowdsourcing", instead of traditional outsourcing. Here companies or agencies, seeking various sources of creativity can post their briefs directly on the site. All published Briefs can be translated into 14 languages to reach all potential suppliers of creativity: agencies, freelancers or creative talents in general, without minding geographical boundaries. Currently over 15,000 creators from 132 countries are registered on www.BootB.com. At the end of the creative race taking the shape of a pitch, the company chooses the best proposal out of an average of 180 submitted solutions. BootB is operated by BootB Inc registered Delaware, US. Initially managed by BootB Ltd, founded with the support of 'family & friends' donors pool, today BootB is controlled by BootB Spa, whose founders are Matteo Marzotto, Francesco Trapani, Luca and Mauro Guzzini.

For more information:



Tel. 02.48.00.98.95

www.alcoscomunicazione.com

Augusto Cosimi - augusto.cosimi@alcoscomunicazione.com

Graziana Pesce - graziana.pesce@alcoscomunicazione.com