



iGoDigital Expands European Market Reach with Netherlands-Based Expert

Personalized product recommendations are available to shoppers at Expert.nl

Indianapolis, Ind. (February 24, 2009) – iGoDigital is expanding their European market reach with the launch of online Software-as-a-Service for the Netherlands based Expert. The international electronics retail store has over 7400 locations in 22 different European countries. The iGoDigital products enhance the already unique online advice section by replicating an in-store salesperson. The new dimension to the online store helps customers narrow their selection down from the large offering of televisions Expert has to offer.

The iGoDigital software suite uses a Customer Intelligence Engine that drives product recommendations for online and store retailers. With the help of iGoDigital, Expert will provide relevant product recommendations custom selected to meet the customer’s viewing habits and environment. The Solution Selling Tool for Expert will utilize the same tested and proven software technology used in services iGoDigital provides for clients like Walmart.com, Best Buy, and Nokia. The Expert partnership expands iGoDigital’s European presence; current clients include UK-based Dixon’s and PC World.

"Adding our tools alongside the creative sales interface Expert is already using shows how seamless our products integrate. Expert’s cutting-edge 3-D house walkthrough with spectacular visuals blend with the leading-edge Customer Intelligence Engine that [iGoDigital] uses in all our products. It’s also great to add another partner in the fast growing European market, not to mention one of the largest consumer electronics retailers in Europe." **Eric Tobias, Founder and CEO of iGoDigital**

About Expert

In 1967, the Expert formula was established in the Netherlands, Sweden, Finland, Norway, Denmark, Switzerland and Germany. This was a large international chain of cooperating, independent entrepreneurs under one name on the European market. An international expert with over 7400 shops in 22 different countries, they are one of the largest retail formulas in home electronics in the world. Not only has Expert become one of the leading global store formats, but in the Netherlands it is also in the top three for purchasing. In the Netherlands, Expert has over 185 shops.

About iGoDigital

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iGoDigital provides a suite of web-based commerce tools designed to increase the value of every customer interaction by emulating and, in many cases, improving the in-store shopping experience. The companies SaaS platform provides a comprehensive, fully-integrated, and highly extensible product recommendation and social commerce solution that drives online retail. iGoDigital uses its Customer Intelligence Engine to drive the most accurate and actionable product recommendation platform. By constantly updating, assessing, and optimizing online and offline data, the iGoDigital platform increases the value of every interaction a customer has with your brand.

iGoDigital was named to the 2008 Inc 500 list of the fastest growing private companies. iGoDigital currently serves many of the world’s most successful and respected brands, including Best Buy, Walmart, Linksys, and Dell. The company is headquartered in Indianapolis, IN. For more information, please visit the company’s Web site at www.iGoDigital.com.