



iGoDigital Named to Inc. 500 List of Fastest Growing Companies

Leading Product Recommendation Company Ranks #421 on the 2008 Inc. 500

Indianapolis, IN – August 21, 2008 – *Inc.* magazine today announced its 27th annual Inc. 500 ranking of the fastest-growing private companies in the country. IGoDigital, the leading provider of personalized product recommendation software for retailers and manufacturers, ranks No. 421 on the list, with three-year growth of 738.5% percent. The Inc. 500 list will be available in the September edition of the magazine.

"We're excited to be recognized on the Inc. 500 list, as it is a tremendous validation of the consistent hard work and commitment to our customers," said iGoDigital Founder & President Eric Tobias. "We've experienced significant company growth over the past few years and are on track to continue that trend moving forward. With a sea of product choices available on most websites today, our software helps simplify the shopping process for the consumer. In turn, our retailers are seeing increased conversion rates and brand loyalty."

The 2008 Inc. 500, as revealed in the September issue of *Inc.*, is the most comprehensive look at the most important segment of the economy -- America's independent-minded entrepreneurs. Companies such as Zappos, Intuit, GoDaddy, Under Armour, Jamba Juice, Qualcomm, Microsoft, American Girl, Oracle and hundreds of other powerhouses gained early exposure as members of the Inc. 500.

"If you want to find out which companies are going to change the world, look at the Inc. 500," said Inc. Editor Jane Berentson. "These are the most innovative, dynamic, fast-growing companies in the nation -- the ones coming up with solutions to some of our knottiest problems, creating systems that let us conduct business faster and easier, and manufacturing products we soon discover we can't live without. The Inc. 500 list is Inc. magazine's tribute to American business ingenuity and ambition."

About Inc.

Inc., <http://www.inc.com>, the only major business magazine dedicated exclusively to owners and managers of growing private companies, delivers real solutions for today's innovative company builders. It provides hands-on tools and market-tested strategies for managing people, finances, sales, marketing, and technology. Inc., a Mansueto Ventures LLC publication, inspires and informs, with cutting-edge coverage that reflects our readers' energy, brashness, and imagination.

About IGoDigital

iGoDigital provides personalized product recommendation software which helps retailers and manufacturers increase sales and strengthen customer relationships. iGoDigital drives key business metrics like customer acquisition, sales conversion, and customer retention by personalizing products and content in the multi-channel environment, including online, catalog, in-store, and via call centers. As the market leader, with over 25 million product recommendations delivered to date, iGoDigital helps some of the largest brands, including Wal-Mart, Best Buy, Dell, Cisco, and Circuit City. iGoDigital is a privately held company based in Indianapolis, Indiana. For more information, please visit the company's Web site at www.igodigital.com.