



Nokia Launches Personalized Product Recommendations from iGoDigital To Improve Conversion and Customer Satisfaction

Personalized product recommendations are available to shoppers at NokiaUSA.com

Indianapolis, Indiana – February 17, 2009 – iGoDigital, the market and technology leader in personalized product recommendations, announced that Nokia (NYSE: NOK) has launched the iGoDigital recommendations platform in an effort to help shoppers confidently make the best purchase decisions at www.nokiausa.com. Mobile phone shoppers can easily identify the right phone for their individual needs using iGoDigital’s Solution Selling platform. Shoppers can also find the right accessories for their mobile phone via iGoDigital’s automated product recommendation platform.

New and existing Nokia customers can find automated product and accessory recommendations directly at www.nokiausa.com, the ultimate destination for information about Nokia phones and accessories. In addition, Nokia will utilize the iGoDigital recommendation platform in its transactional emails, such as order confirmation emails and shipment confirmation emails. This will allow Nokia customers to discover products of interest at every step of the Nokia shopping process.

“Nearly 80% of shoppers seek out product recommendations when researching a new purchase,” said Eric Tobias, founder and President of iGoDigital. “With iGoDigital, Nokia is able to power its direct sales channel with automated, real-time product recommendations that is proven to increase conversion rates, lower return rates, and improve brand loyalty.”

The iGoDigital’s personalized product recommendation platform provides Nokia with customizable phone and accessory product recommendations, automated and reliable cross-sell recommendations tailored to each consumer, personalized transactional email, dedicated client services, and seamless integration with Nokia’s existing eCommerce partners. iGoDigital provides product matching between the phone and accessory; syndicated content that matches the look and feel of the retail site; and complete analysis on usage and results.

About Nokia

Nokia is the world leader in mobility, driving the transformation and growth of the converging Internet and communications industries. We make a wide range of mobile devices with services and software that enable people to experience music, navigation, video, television, imaging, games, business mobility and more. Developing and growing our offering of consumer Internet services, as well as our enterprise solutions and software, is a key area of focus. We also provide equipment, solutions and services for communications networks through Nokia Siemens Networks.

About iGoDigital

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 company’s 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.