



Press Release

IMMEDIATE RELEASE

Los Angeles, 27th October 2008

Today Sentient launches Bluehoo - *the world's first commercial application running on Microsoft Windows Azure.*



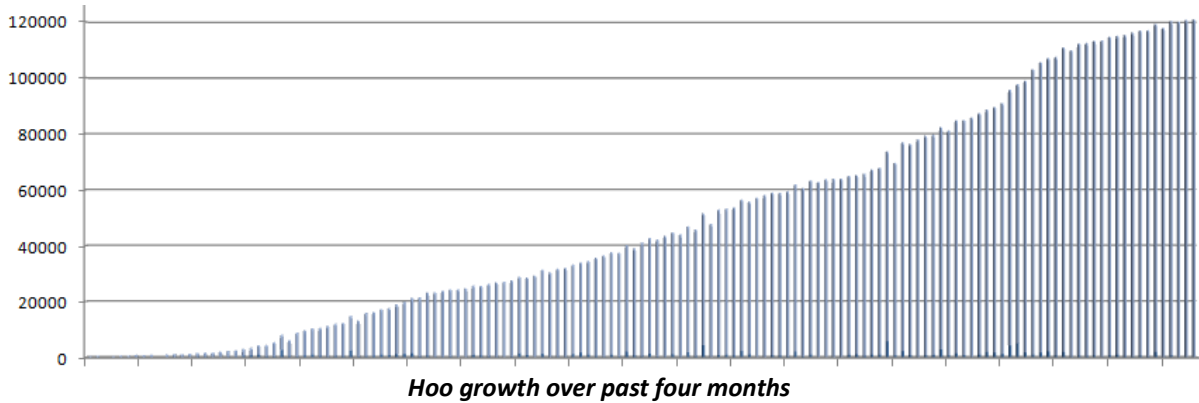
Bluehoo is a mobile app that helps you make new social connections with the people around you for business or for pleasure.

Bluehoo uses Bluetooth to discover "hoos" around you right here, right now and enables you to view those people's profiles and start conversations.



Jonathan Greensted, Sentient's Founder and CEO says "Social networks are typically about maintaining existing friendships or business contacts whereas Bluehoo is about discovering new and interesting people for business or for pleasure."

Greensted "We have already discovered over 120,000 people in a few months whilst building the service and fully expect to see many, many millions of people discovered now we have launched"



"Windows Azure was a natural choice for us as it provides almost infinite scalability on a PAYG (Pay As You Grow) basis with the added bonus we can continue to use C# and Visual Studio to develop our service." says Greensted.



Bluehoo can be used for both business and pleasure; helping you find new business contacts at business networking events or find new friends in social situations.

Bluehoo is free and available for download today at m.bluehoo.com and is compatible with most Bluetooth enabled mobile phones.

About Sentient

Sentient is a strategic IT consultancy and ideas incubator.

Over the past 15 years Sentient has helped many companies such as Virgin, Centrica, Pfizer, MCI, Commerzbank and Department of Defence maximise their investment in IT while in parallel incubating ideas such as SportsDo (GPS sports tracking), TrackMe (social tracking), Share My Routes (route sharing) and now Bluehoo.

www.sportsdo.net | www.trackme.com | www.sharemyroutes.com | www.bluehoo.com

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