

## **Atigeo Launches myPageo with Endemol's Popular Deal or No Deal TV Show**

*New Online Personal Assistant Makes It Easier to Find Relevant Website Content and Offers*

**BELLEVUE, Wash., May 21, 2009**—Atigeo, a data intelligence technology innovator, unveiled myPageo, the first intelligent browser widget, for Endemol's highly popular "Deal or No Deal" television game show where contestants play and deal for a top prize of \$1 million. Released earlier this year, myPageo is a free browser widget that surfs the Web with users as a vertical sidebar, delivering highly personalized content based on a person's unique preferences and interests. myPageo uses intelligent algorithms that become smarter about a user's preferences and interests the more it is used while maintaining users' privacy. Endemol's Deal or No Deal show, which is aired in over 50 countries, will be the first television industry customer to use and offer myPageo to its viewers.

Using myPageo, Deal or No Deal fans can "hang out" in the "Banker's Lounge," where they access online games, a variety of downloads, content from the models, and other exciting show-related content.

"myPageo represents a shift in how companies are now more deeply engaging and interacting with their customers in a way that also extends the experience of their favorite television programming," said Joerg Bachmaier, Senior Vice President, Digital Media and Business Development, Endemol USA. "We are thrilled to introduce Atigeo's groundbreaking new technology to our Deal or No Deal viewers."

In addition to providing a download-free Web surfing experience, myPageo also introduced the following new features for Deal or No Deal:

- **Enhanced Relevance:** The latest advances in Atigeo's dynamic personalization engine to learn users' preferences and interests while protecting their privacy.
- **Increased Web Presence:** For companies and marketers, myPageo offers an opportunity to quickly connect and interact with customers in new, compelling ways through personalized messages, content and offers.
- **Expanded Product Offering:** myPageo is available as a download or as an embedded part of a publisher's Website.

"myPageo is changing the way people surf and experience the Web," said Michael Sandoval, Atigeo CEO. "Atigeo is excited to have Endemol as a strategic partner to showcase myPageo to its consumers and to bring this unique and highly personalized surfing experience to life."

### **Availability**

myPageo is available immediately for free; users can download it at

[http://www.nbc.com/Deal\\_or\\_No\\_Deal](http://www.nbc.com/Deal_or_No_Deal) and <http://www.mypageo.com/dealornodeal/>

### **About Endemol USA**

Endemol USA is a leading producer of television programming specializing in reality and non-scripted genres for network and cable television. The company produces the break-out hits "Deal or No Deal," "Wipeout," "1 VS 100," "Fear Factor," "Extreme Makeover: Home Edition" and "Big Brother." Hosted by Howie Mandel, "Deal or No Deal" is an exhilarating hit game show where contestants play and deal for a top prize of \$1 million in a high-energy contest of nerves, instincts and raw intuition.

Endemol USA is a division of the Endemol Group, a prominent international content developer, producer and distributor of television and online programming. The company, headquartered in the Netherlands, has subsidiaries and joint ventures in 25 countries, including the major European markets, the U.S., South Africa, Argentina, Brazil, Mexico and Australia. Endemol is owned by a consortium consisting of Goldman Sachs Capital Partners, Mediaset Group and Cyrtel Group. For more information, please visit <http://www.endemolusa.tv>. Endemol is a privately held company.

#### **About Atigeo**

Founded in 2005, Atigeo specializes in a new breed of data intelligence technology that enables private individualized interactions and experiences of unprecedented relevance. The company is headquartered in Bellevue, Washington and is privately held. To learn more about Atigeo, please visit [www.atigeo.com](http://www.atigeo.com) and [www.mypageo.com](http://www.mypageo.com).

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