



FOR IMMEDIATE RELEASE

All of the Top 5 Sites in Finland Use Leiki Recommendations

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Leiki's success story continues; Leiki is now providing automatic content discovery on all of the Top 5 sites in Finland. Each of these sites has unique weekly visitors in the range of 1.5 to 2.8 million, with weekly page views from 30M to 100M per site. ⁽¹⁾ Leiki's Finnish customer base includes both of the national tabloids, the three biggest TV broadcasters and the largest morning newspaper in addition to several dozen smaller sites.

In addition to the signing of additional publishers, Leiki has started a rapid expansion on the retail sector - please see a new case study on www.leiki.com for more details.

Why do customers like Leiki? The main reason is that our product Leiki Focus provides a unique service concept. It is the only product that can make accurate personal recommendations of content to people who have never visited the original site(s) where the content is on, simply based on the browsing activity on any other site. This is especially important for behaviourally targeted advertising, such as making product recommendations to people who have never visited the actual webstore. With Leiki's technology, just browsing an online newspaper or magazine is enough for the service to find out detailed personal purchase intentions and make automatic recommendations. Such unique functionality is highly desired by both publishers and retailers and makes it easy for Leiki to expand rapidly.

"We are very pleased with our success in Finland and UK," said Jari Kokkonen, Vice President of Business Development at Leiki. "This is an excellent reference of the increase in traffic and revenue we generate to our customers. The results we have achieved will further strengthen our business growth and planned expansion in the Nordic region, Central and Southern Europe.

About Leiki

Leiki provides publishers, retailers and content owners a complete solution for targeted advertising and automatic content discovery. The patented technology is based on uniquely detailed automatic content analysis and real-time learning of individual purchase intentions. In 2005 Leiki was awarded as a Red Herring Top 100 European technology company, in 2007 it received the European ICT Prize and in 2008 the Media Innovation of the Year Award. Leiki has offices in Helsinki and London with customers including Sanoma, Financial Times and The Independent. www.leiki.com

(1)(Source: TNS Gallup Oy, <http://tnsmetrix.tns-gallup.fi/public/>)

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