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PRESS RELEASE

Augure selected as one of the 25 finalists of the 2012 French & Benelux Tech Tour

The European Association Tech Tour acknowledges the European leader of Enterprise Reputation Management Solutions for its strong strategy and the success of its offering.

Augure, European leader in Enterprise Reputation Management Solutions, is proud to announce today it has been selected from 200 enterprises as one of the 25 finalists of the 2012 French & Benelux Tech Tour.

The European Association Tech Tour is committed to the development of emerging technology companies from Europe, introducing them to a unique circle of top-ranking global investors, corporations and advisors representing about €10 billion in investment capital. Selection criteria are based on the uniqueness of the technology, business model strength, vision, capability to execute on the business plan and the management team's quality and track record.

Augure provides enterprises of all sizes with a cloud platform to efficiently manage their reputation and maximize the impact of their communications on media and social networks. The company's turnover today is €7 million and it serves over 1.000 clients in Europe.

Michael Jais, Augure CEO said *"we are very proud to be part of the 25 finalists of the Tech Tour, which includes really innovative and dynamic companies. To me, it is a recognition of the strategy we have chosen until now and an important opportunity for the project we are developing"*.

After the acquisition of iMente, an important actor of the European Internet monitoring scene, at the end of 2011, Augure is striving to continue its international expansion and expand its offering. The company is preparing a novel influencer detection and ranking project for reputation management, communication and public relations professionals, which will be released in September 2012.

About Augure

Created in 2002 in Paris, Augure provides the first cross-channel public relations and reputation management platform. This cloud-based solution allows companies of all sizes to monitor their reputation online and offline, target key influencers, manage campaigns on all channels simultaneously and, finally, to measure their impact on traditional, online and social media.

Augure's range of products, made up of ComSuite, ComSuite Agency and iMente (an e-reputation dedicated solution) is used daily by over 1.000 companies in Europe among which are industry leaders such as Renault-Nissan, Richemont Group, Nestlé and Novartis.

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