



European Tech Tour elects plista as one of the Top 25 Internet Startups in Europe

Berlin, December 02, 2009 – On the Web and Mobility Summit in Geneva plista was voted among the 25 most valuable Internet Startups in Europe.

The event is organized by the European Tech Tour Association, which every year announces the 25 most promising Startups in Europe. A critical panel of leading venture capital firms and business angels select every year the best from a pool of over 400 European Startups. The Tech Tour Organization provides the winner a European top stage to present their company to top-class VC's and business angels. They get in touch with new valuable contacts and exchange insider knowledge to support the young companies on their path to success.

The Award was handed to our CEO Dominik Matyka, who was personally in Montreux (Switzerland): „A badge of honor for our entire team. It shows us that we are on the right track with our strategy and product“. An additional motivation for our company to lift plista to the next level and position it successfully in the european advertising market.

About plista GmbH

plista is the first preference-based ad network and provides a new highly efficient ad format for Publishers and Advertisers. It delivers more than five million Recommendation Ads per day similar to the ©Amazon principle: „That could be interesting for you“ or „people who read this, also buy/read...“! The new preference-based ad format is for Publishers and Advertisers an innovative solution for efficiently and easy market their products and websites.

The plista GmbH was founded in July 2008 by Dominik Matyka (CEO), Christian Laase (COO) and Andreas Richter (CIO) and currently has 30 employees in IT, Marketing and Management. The headquarter is in Berlin (Mitte).

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Graphical Materials

High-resolution images and other material can be found on our website:

<http://www.plista.com/infos/press?lang=eng>



Dominik Matyka (CEO)



Andreas Richter (CIO)



Christian Laase (COO)