**NTOKLO JOINS THE TIZEN ASSOCIATION PARTNER PROGRAM**

*nToklo to Collaborate with Growing Alliance of Mobile and Connected Device Stakeholders on the Continuing Development of the Tizen Project and Platform*

**London, United Kingdom — May, 29, 2014 —** nToklo today announced it has joined the Tizen Association Partner Program to help further the development and deployment of the Tizen Operating System (OS) platform. The[Tizen Association](http://tizen.org/) is an industry consortium that supports the development of an open-source software platform and operating system – Tizen – for a wide range of connected devices. As a Tizen Association Partner, nToklo will have the opportunity to join relevant Tizen Association Working Groups and to participate in Tizen Association meetings, giving the company more insight and potential input into the development of the Tizen OS.

Gareth Mee, CEO of nToklo:

“We are extremely excited to join the Tizen Association Partner Program. Not only because we can see the value of Tizen and look forward to watching it grow and mature, but also to join the existing partners in this journey.”

The Tizen Association brings together some of the world’s largest and most innovative companies developing products, services, software and apps for the growing ecosystem of connected devices. From smartphones and tablets to appliances and in-vehicle infotainment systems, Tizen Association partner companies around the globe are collaborating to build an independent open-source platform that drives innovation across a number of product and services segments.

“I am delighted to welcome nToklo to our ever-growing membership,” said Ryoichi Sugimura, a Tizen Association Board Member from NTT DOCOMO. “Their contribution will support the development of the Tizen OS and ecosystem, and further drive Tizen’s vision of building and supporting a cross-architecture, open source software platform that spans across multiple device segments.”

Since its launch in November 2013 with 36 partners, the Tizen Partner Program, now with over 80 partners, has more than doubled in size. New members include nToklo as well as mobile game publishers, operators, application developers, mobile software management vendors and major telecommunications companies.

With dozens of members worldwide, the TA Partner Program includes best-of-breed technology partners with the shared commitment to drive development of the Tizen project and platform.

**About nToklo**nToklo helps you sell more of the things your customers want. We help you display products to the customers who will want them most.

We give your customers the same personalised online experience they have come to expect from the internet's biggest shopping sites.

nToklo and its powerful behaviour tracking technology lets you target the right customers with offers and products they are more likely to act upon. It takes the guess work out of your marketing, sales and customer loyalty efforts.

For more information on nToklo, please visit www.ntoklo.com.

**About Tizen**
Tizen is an open source project managed by the Linux Foundation. The goal of the project is to build and support a cross-architecture, open source software platform that spans across multiple device segments, including smartphone, tablet, Smart TV, appliances, netbook and in-vehicle infotainment systems. The Tizen Association is an industry consortium of operators, device manufacturers and their suppliers, independent software developers and mobile application developers. For more information on the Tizen Project, please visit www.tizen.org. For more information on the Tizen Association, please visit www.tizenassociation.org.

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