

Vodafone UK today announces that ParcelGenie has been selected as a finalist in the Vodafone Mobile Clicks 2011 contest. ParcelGenie (<http://www.parcelgenie.com/>) beat serious competition from other UK start-ups in two local judging rounds, and will now go head-to-head against six other country finalists to win a share of the €225,000 prize fund.

ParcelGenie is the world's first Instant Gift Messaging service that makes sending real gifts to friends and family almost as simple as sending an email or a text message. Customers can send a gift to someone using just their mobile number – no delivery address is required. The friend receiving the gift is immediately alerted via SMS and receives a personal message; they can then choose where to have the gift delivered. ParcelGenie describes its mobile app as “Making it possible to ping a pal a prezzie in a matter of seconds, narrowing the gap between thought and action.”

John Taylor, CEO of ParcelGenie, said: “We are delighted to be chosen as the UK finalist for the prestigious Mobile Clicks competition. To win against such stiff competition in our home country is a great endorsement of ParcelGenie, and we are pleased that the benefits of instant gift messaging have been recognised in this way. ParcelGenie is proud to be involved with a company of Vodafone's calibre and looks forward to working hard in the final round to get a UK company through as overall winners.”

Dave Tharp, of the judging panel and CEO of Roulette Cricket, winner of last year's competition, said: “What ParcelGenie represented was what the Mobile Clicks Competition is all about; good ideas backed by a good management team with the passion that any SME needs to progress. It was not an easy decision to make, but ParcelGenie has a great idea, with an excellent team behind it and we thought it was a good product with fantastic potential. At their point in development, Mobile Clicks is the perfect boost for them, as it was for us at Roulette Cricket last year.”

The seven local winners will now be invited to represent their country in a live final at the PICNIC* Festival in the Netherlands on 15th – 16th September 2011, where the overall winner will be chosen by a panel of mobile industry experts. Ahead of the PICNIC presentations, members of the public are invited to cast their vote for the winner of Vodafone Mobile Clicks 2011 from the six finalists. At the live final, the overall result of the public vote will be counted alongside the votes of panel members to decide the overall winner. To vote, visit www.vodafonemobileclicks.com/vote.

Vodafone Mobile Clicks is a Vodafone initiative designed to accelerate innovation in the mobile internet sector across Europe. Renowned as the biggest start-up competition of its kind, it is open to any start-up with a mobile site, service or application across Germany, the Netherlands, Portugal, the Republic of Ireland, Spain, Turkey and the United Kingdom. For further information about the Vodafone Mobile Clicks 2011 competition, go to www.vodafonemobileclicks.com or keep up-to-date with recent news by following our Tweets with the hashtag #vmc2011.

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* PICNIC is Amsterdam's leading annual international event, highlighting creativity and innovation, particularly in media, entertainment and technology. PICNIC brings together and disseminates the ideas and knowledge of the world's best creators and innovators. For more information go to: www.picnicnetwork.org