



FOR IMMEDIATE RELEASE

GAZARO ANNOUNCES U.S. BETA LAUNCH AT TECHCRUNCH50 CONFERENCE

Personalization brings old world paper sales flyer to the time-impooverished Facebook generation

SAN FRANCISCO, California (September 9, 2008) – Gazaro, a personalized sales flyer platform that is revolutionizing the lowly paper sales flyer for the attention overloaded Internet generation, was launched in limited availability BETA today to an audience of 1500 attendees at the TechCrunch50 conference.

Gazaro is a personalized sales flyer platform. Through the Gazaro website, consumers get a unique and personalized flyer of the biggest sales on things they are interested in buying. Gazaro uses artificial intelligence to filter off irrelevant or misleading sales, publishing only the biggest and best sales into an individual consumer's personal flyer. Gazaro boasts a strong Artificial Intelligence system, capable of discovering, classifying, and personalizing leading sales information from a wide range of retailer sites to present users with a single source flyer from which to shop.

“The Gazaro platform is focused entirely on sales, not regularly priced items. We classify, personalize and deliver only the sales that fit your shopping interests so you don't have to scour flyers, websites, and forums each day to sniff out the good deals in your own city,” explains Sam Zaid, Gazaro's CEO. “It's really about helping solve the information overload problem, particularly with the Facebook generation that rarely ever take the time to browse through newspapers or flyers.”

Gazaro offers relief to individuals plagued by hectic lifestyles, rising expenses, and the debilitating feeling of information overload. Gazaro handles all the grunt work in discovering and filtering sales down to only those that are both relevant to the user and present genuine opportunities to save money. By focusing solely on the products the user has demonstrated an interest in, Gazaro effectively replaces traditional sales flyers and also facilitates decision making by reducing confusion, uncertainty, and distraction. The end result is less time spent searching for the best deal and a fatter wallet with which to weather uncertain economic times.

Initially, subscriptions to Gazaro will require an invitation. To request an invitation or to learn more about Gazaro, please visit www.gazaro.com. Gazaro will begin releasing invites on a rolling basis in October.

About Gazaro

Gazaro is a personalized sales flyer platform that aggregates and classifies sales found in flyers, catalogs, and websites in real-time using a patent-pending artificial intelligence system. Gazaro enables users to create unique and personalized flyers of the biggest sales in their local area on things that match their shopping interests. Users subscribe to their unique personalized flyer through a number of electronic mechanisms including daily or weekly emails, RSS, and desktop gadgets. For more information, visit <http://www.gazaro.com/>

About TechCrunch50

Founded in 2007 by leading technology blog TechCrunch and entrepreneur Jason Calacanis, the TechCrunch50 conference provides a platform for early-stage, and frequently unfunded, companies to launch for the first time to the technology industry's most influential venture capitalists, corporations, angel investors, fellow entrepreneurs and the international media. Companies are selected to participate exclusively on merit. TechCrunch50 is supported by corporate sponsors Google, Microsoft, MySpace, Salesforce, MSN Money, Symantec, Thomson Reuters and Yahoo!, as well as venture capital firms including Sequoia Capital, Mayfield Fund, Clearstone Venture Partners, Charles River Ventures, Founders Fund, Perkins Coie and Fenwick & West.

Media Inquiries

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