

Nanocrowd Announces Availability of *Will I Like It?* Movie App

Free iPhone, Facebook, and Web versions give consumers a fast and easy way to find out if they'll like a movie before they get it.

UKIAH, CA – February 25, 2010 – Nanocrowd today announced the availability of the *Will I Like It?* movie app. Available free on iPhone, Facebook, and at nanocrowd.com, *Will I Like It?* helps users decide if they'll like a movie before renting or downloading it, so they can avoid being disappointed.

"Everyone has experienced the frustration of watching a movie that didn't meet their expectations," said Roderic March, CEO of Nanocrowd. "We developed the Nanocrowd *Will I Like It?* movie app to give consumers a reliable way of finding out if they'll enjoy a movie. Our movie app is unique because we apply our knowledge of viewers' responses to movies and then ask the right questions to predict what users are in the mood to watch."

To play *Will I Like It?*, users simply enter the movie title they want to watch. They are asked whether they liked, disliked, or haven't seen the movies from the "Movies Most Like" list that Nanocrowd generates using technology they developed called Reaction Mapping™. Users then decide whether the descriptions of their movie in the "Nanogenres™" and "Movie in a nutshell" are appealing to them. In less than a minute, Nanocrowd delivers a prediction of how likely it is the user will like the movie.

Consumers are already having fun with the quiz and getting great movie recommendations:

"*Will I Like It?* is a very cool app...and spookily accurate. I used it on Facebook and whenever I put in a movie that I really liked, it just nailed it. Magic! I'll be back!"

"No more duds from Netflix! Now, I use *Will I Like It?* before I update my queue. And it's easy to add to my Netflix queue right from Nanocrowd."

"When I'm trying to choose a movie to rent, I just pull out my iPhone and use *Will I Like It?* to help me decide. Now I'm not disappointed when I get home to watch my movie."

The Nanocrowd *Will I Like It?* movie app is built on Reaction Mapping technology from Nanocrowd which captures the insights and reactions contained in the millions of movie viewers' comments on the Web, exposing the reasons why movie viewers liked a movie. Understanding why movie viewers liked a movie is critical to providing accurate recommendations. Without it, consumers are left to read other people's opinions of movies and try to match their interests and mood when choosing a movie.

There is no cost to use the Nanocrowd *Will I Like It?* movie app. Consumers have three choices: from a web browser: www.nanocrowd.com/quiz; on Facebook: apps.facebook.com/nanocrowd; on iPhone: www.nanocrowd.com/mobile. For more information and great movie recommendations, visit www.nanocrowd.com.

About Nanocrowd

Nanocrowd provides a popular media search platform based on Web 2.0 content, including Reaction Mapping, an innovative method for analyzing the insights and reactions contained in online comments about popular media. The Nanocrowd movie search engine and the *Will I Like It?* movie app, based on this platform, give consumers easy ways to find movies they'll like to watch. While still in Beta, Nanocrowd was ranked #3 on the CNet Top 10 movie recommendation engines. Visit www.nanocrowd.com.