

President Obama Praises Declara As An Example of Innovation And Entrepreneurship

Innovative social start-up earmarks Singapore as key growth market

SINGAPORE, Aug. 6, 2015 -- President Obama has singled out innovative start-up Declara, Inc., which has its APAC headquarters in Singapore, as an example of innovation and entrepreneurship.

Declara and its CEO and Founder Ramona Pierson were chosen by the White House to be among a select group to be showcased at the White House's first-ever Demo Day on August 4.

The company's Declara Open Knowledge Engine™ platform is a unique social network for sharing knowledge, articles, learnings, and insights online. Declara gives users the opportunity to discover, share, and organise every day learnings. With Declara, users can collate their favourite articles; highlight key insights, and discuss with other people interested in the same topics.

White House Demo Day celebrated the important role of entrepreneurship in local and global economies, and highlighted the vital role of entrepreneurs such as Pierson. Pierson gave President Obama a demonstration of the Declara platform. Later the President highlighted Declara in a speech: <http://tinyurl.com/RamonaWH>.

Declara has strong connections to Singapore and was attracted to the country by EDBI, the dedicated corporate investment arm of the Singapore Economic Development Board – <http://www.edbi.com>. Declara's Singapore office is also its APAC headquarters where the company's activities can leverage the local robust infocomm infrastructure and pool of knowledge seekers, and expand from here to the rest of Asia.

"Declara's strongly differentiated open knowledge engine has set them apart as a clear leader in the intense knowledge-empowering space. Singapore and Asia can benefit tremendously from Declara's innovation to strengthen their knowledge-driven economies," said Swee-Yeok CHU, CEO and President of EDBI.

In addition, Singapore's NTUC LearningHub has recently partnered with Declara to launch their own branded partner page -

<https://declara.com/partner/ntuclearninghub> - offering Singaporeans skills and knowledge to boost lifelong employability. All content is delivered free of charge to users.

"We at Declara were humbled to be among the select few innovations to be showcased at the White House's first-ever Demo Day," said Ramona Pierson. "Declara's Open Knowledge Engine enables everyone to reach their potential, and to be a catalyst in the innovation economy that the White House is encouraging."

About Declara:

The Declara Open Knowledge Engine™ platform maximizes people's potential. Built with big-data and CognitiveGraph® technology as its core, Declara uses advanced machine learning algorithms to personalize each user's content feed so that it addresses their individual knowledge gap. Declara, Inc. is headquartered in Palo Alto, California and its investors include GSV Capital, Data Collective, EDBI, Catamount Ventures, Peter Thiel and Founders Fund, and Susa Ventures, among others. Learn more at Declara.com, like us on [Facebook](https://www.facebook.com/declara), and follow us on [LinkedIn](https://www.linkedin.com/company/declara) and [Twitter](https://twitter.com/declara).

About EDBI:

EDBI is the dedicated corporate investment arm of the Singapore Economic Development Board, with headquarters in Singapore. We invest to shape the future industries of Singapore in the knowledge and innovation-intensive sectors of Biomedical Sciences, Information & Communication Technology, Smart & Sustainable Technology and select industry clusters under our Strategic Growth Programme. As a value adding investor with over 20 years of investment experience, we support our portfolio companies' growth in Asia and globally, through Singapore by leveraging our extensive network, resources and experience. Through our portfolio of globally competitive companies with high-growth potential, we promote the development, expansion and transformation of successful industries to enhance economic growth and create employment opportunities in Singapore. <http://www.edbi.com>.

About NTUC LEARNINGHUB:

NTUC LearningHub Private Limited was corporatised in 2004 with the mission to enhance the lifelong employability of Singapore's workforce by providing high quality, innovative products and affordable learning. The training programs provided by NTUC LearningHub comprise Infocomm Technology, Professional IT Certificates, Soft Skills & Literacy, Workplace Safety & Health, Employability Skills System, Customer Service Training, Trades, Environmental Cleaning, WSQ Security and Manufacturing Skills.

Contact:

Blue Planet Public Relations (Sydney):

Cathryn Nagle – cathryn.nagle@blueplanetpr.com.au or +61 414 543 662

Sophie Blue – sophie.blue@blueplanetpr.com.au or +61 416 006 821