

HOLD FOR RELEASE UNTIL 1 JULY 2009:

SONNET MODELS LAUNCHES GLOBAL MODELLING COMPETITION ON FACEBOOK

Cambridge, England, 29 June 2009 – Cambridge start-up Sonnet Models are set to change the way aspiring models get onto the books of the world's leading modelling agencies through a Facebook application launching July 1st 2009, 11am GMT.

The 'Sonnet Face of the World' competition will allow any aspiring Kate Moss to be voted by the public into the attention of top modelling agencies around the world; Sonnet currently has partners in 33 locations. All finalists will secure contracts with leading agencies like Elite, Diva, Scene and Click. The winners will fly to one of the fashion capitals for a shoot with a top photographer to launch their modelling careers.

Although simple and intuitive, the application is also incredibly powerful. By gathering millions of consumer opinions from around the world, the patent-pending sorting algorithms will allow modelling agencies to instantly find the best models – even if they have to meet very specific criteria. For example, a scout from an LA-based agency may be looking for new face to meet a client's request – a female who is at least 5'11", aged 16-18, living in California and considered beautiful and elegant by men aged 25-35, living in New York, who are interested in technology and fashion. This may seem like an impossible task – but a simple search on Sonnet will locate the best candidates in seconds.

In essence, Sonnet is a filter for the sheer quantity of information that bombards modelling industry professionals every day. This is a serious barrier for aspiring models, especially those who have real potential but simply don't get noticed by the right people at the right time. The founders of Sonnet believe that this application will make it easier for scouts to find the best models – and for models to be found by the best scouts.

Mike Chepkin, CEO and co-founder of Sonnet Models, says "*The way it works is simple: a model goes to the Sonnet Facebook application at apps.facebook.com/sonnetmodels. He or she uploads a photo and submits it into categories, e.g. 'friendliness' or 'beauty'. Facebook users then decide which models they prefer by casting votes and the top models could get scouted by some of the world's leading agencies.*"

[Sonnetmodels.com](https://sonnetmodels.com) is the brainchild of a group of mathematicians from Cambridge University, England, who are using advanced algorithms and data sorting techniques to analyse the voting on Facebook. Founded in 2008, Sonnet's multi-national team consists of experts in the fields of web development, social networking applications, modelling and fashion. Sonnet obtained seed funding in 2008 and secured Angel investment in 2009.

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