



Fiasco Awards 2012[®]

Move or fail

PRESS RELEASE

Blackberry wins the Fiasco Awards 2012!

Barcelona, February 28th 2012 - Blackberry is the winner of the Fiasco Awards 2012, an honor awarded in Barcelona this Tuesday in its fourth edition. Of the 3,613 voters online 1,922 made this choice at www.fiascoawards.com.

In October 2011 Blackberry's messaging system collapsed and it took several days to restore the service with consequences worldwide. RIM had already suffered similar failures in 2008 and 2009, but not of this degree. This time the volume of messages handled was so high that RIM was largely unable to provide the service.

We want to note that Blackberry gave us the following information at the time the nominations were released: "Blackberry has increased its sales by 162% in Spain in 2011, which is equal to increased sales of about two and a half times compared to that sold in 2010. Currently Blackberry is a leader in prepaid smartphones with a 57% share."

The fiasco award for Blackberry has been announced during the event of the Fiasco Awards 2012 that took place today, February 28, 2012, at Bar OBAMA, Gran Via de les Corts Catalanes 603, Barcelona, at 8pm. The organizers invited a representative from each of the finalists to attend the event.

The Fiasco Awards

The Fiasco Awards are an initiative of a team of people linked to the ICT sector. The award aims to promote critical thinking and encourage positive attitude towards failure, which is a learning period necessary to achieve success.

The seven finalists this year were: Blackberry, Google+, HP Touchpad, technology of globalization, Megaupload, Nintendo 3DS and Voota.

For more information please visit www.fiascoawards.com or get in touch with us at (+34) 679084501 or e-mail press@fiascoawards.com.