



TWING.COM LAUNCHES NEW SEARCH TECHNOLOGY OFFERING UNPRECEDENTED ACCESS TO ONLINE COMMUNITIES AND FORUM DISCUSSIONS

***Now Available: A Comprehensive Resource to Help Users
Find Opinions, Information and Conversations of Interest***

JERSEY CITY, N.J. (March 4th, 2008) – Twing.com today announced the debut of its new online community and forum search engine, www.Twing.com. Created to be the Internet's best resource for helping users search and discover opinions, information and conversations that match their interests, Twing.com includes its own blogs and forums to provide updated community information and an ongoing conversation with visitors and forum owners.

"Online forums are an established medium people have been using to communicate since the early days of the internet, even predating the web. The number of users of these forums has been consistently growing year over year, and recent estimates of U.S. users alone exceeds 50 million," said Kevin Shea, General Manager for Twing.com. "As more users become active, more forums have been created and this trend is continuing. Our goal is to help these internet users to participate in discussions, ask questions, get answers and offer advice by providing a resource that organizes this category of online content and uncovers the discussions that interest them. We expect Twing.com to be an invaluable resource for forum users and owners."

Twing.com's use of proprietary software and algorithms enables users to search into forum content well beyond the limitations of traditional search engines. With Twing.com, Internet users can search the rich user-generated content found in online communities and forums, and access these discussions through highly relevant, easy-to-read search results.

Twing.com also caters to forum owners by enabling them to submit their sites to the Twing Forum Directory, a resource designed to generate traffic and enhance the quality of discussion taking place on forums.

"Just about any interest area has a forum, and sometimes hundreds of them," added Scott Germaise, Twing's Director of Product Management. "Forums are a great source of information, especially if you're looking for advice or help from real people facing the same issues. The advantage Twing.com offers is its clarity of focus on forum content, which is the essence of online community. By offering multiple search options plus advanced filtering and sorting tools, people can effectively search forums in ways not available until Twing.com. We believe people will not only benefit from using Twing.com, but will also become more aware of and contribute to the ongoing growth and value of forum communities all over the Internet."

Twing.com is easily used by entering search terms to quickly locate specific discussions and/or topics. Visitors can register – for free – to become a Twing.com member and participate in Twing.com's forums and take advantage of current and upcoming personalization options.

About Twing.com

Launched in January 2008, Twing.com is a search engine dedicated to online communities and forums. Twing.com's proprietary software and algorithms index thousands of forums and millions of conversations worldwide. Analyzing forum posts, topics, and whole forums provides highly accurate and relevant search results. For more information, visit www.twing.com.

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