

## Companies now have their own online presence on the XING business network

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Press release from: [XING AG](#)

Hamburg, November 26, 2009 – XING continues to expand its services for companies. Corporate customers, associations and organizations can now use XING Company Profiles to bolster their online presence with an individualized profile on Europe's leading network for business contacts. For the first time, companies and organizations can acquire a professional online presence in the active XING Community, enabling them to engage customers and other interested individuals in dialogue within the XING network, and connect with over 8 million members. Leading companies such as Deutsche Telekom, Bertelsmann, Continental, Hubert Burda Media, Gruner, Deutsche Lufthansa and Accenture already have individualized Company Profiles on XING.

"Our own online presences on XING allows us to reach our customers where they already do their online networking. We're excited that Lufthansa is now a part of the business network," said Hubert Frach, Vice President Marketing from Deutsche Lufthansa AG.

The new Company Profiles are far more detailed than entries in standard yellow pages. The benefits for companies and nonprofits are manifold, starting with customer acquisition from interactive communication with potential and existing customers via social media. Companies on XING can share information on product or service innovations, for example, allowing them to bolster customer engagement, which in turn can increase their brand recognition and help them attract better candidates. This new service can be combined in numerous ways with existing XING services such as advertising, Enterprise groups and Best Offers.

XING has offered free Company Profiles since April 2009. Over 100,000 companies - including DAX, Tech DAX and M DAX companies - are currently on XING. The relaunch offers companies the opportunity to supplement the existing XING profile with individual content, and present themselves in an active and innovative manner using Web 2.0. There are practically no limits to the possibilities of this new service. Bertelsmann can present itself as a desirable employer, sharing details about career opportunities with its community, while Deutsche Lufthansa gives insights about the company to actively communicate with and engage customers.

Potential customers, interested individuals, or applicants can find information such as the company address and contacts, and also deeper statistics and an employee summary. Furthermore, they can view their direct contacts who work at a company. XING members can also subscribe to information posted on Company Profiles, allowing customers to set up individual communities with "followers", and communicate with them directly.

In addition to the free Company Profile version already offered, XING now features STANDARD and PLUS profiles, professional versions with an ever-increasing set of features, adapted to meet the needs and desires of our corporate users. More information and details on purchasing the new service can be found here: [companyprofile.xing.com](http://companyprofile.xing.com)

### About XING:

XING is the leading European online business network. Over 8 million members use XING in 16 languages to do business, find jobs, and pursue a career. XING helps members get connected and stay in touch with their contacts with customized networking solutions and services. Members are active on XING because of the real value generated, with XING Jobs, over 30 thousand specialized groups, and over 90 thousand live networking events a year, organized by members for members. Since the 2006 IPO, the XING AG share has established a solid position for itself on the stock market, the first and to date only Web 2.0 company to do so. XING AG is headquartered in Hamburg, Germany, and has local offices based in its key strategic growth markets.

XING. Powering Relationships.

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