

OPEN Business Club AG appoints Karsten Elbrecht as Director Market Development

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Press release from: [OPEN Business Club AG \(XING\)](#)

Hamburg, April 27, 2007 – OPEN Business Club AG (ISIN: DE000XNG8888), operator of the international networking platform XING (www.xing.com), today announced the appointment of Karsten Elbrecht as Director Market Development. The 30-year-old will assume responsibility for the development of foreign markets from June 18, 2007, and will further promote the international growth of the network together with the Founder and CEO, Lars Hinrichs.

Prior to joining OPEN Business Club AG, Karsten Elbrecht held the position of Head of Marketing and Sales New Media at CTS Eventim AG, one of the leading online providers for the sale of concert tickets. His achievements in this post include the successful establishment of the online brands www.eventim.de and www.getgo.de, as well as the realization of the company's multinational sales strategy. Prior to this, he held various sales positions at Mobilcom.

“As a Sales Manager for online services with a wealth of international experience, Karsten Elbrecht will make a valuable addition to our business operations,” commented Hinrichs on the new appointment. “Internationalization of the platform is our most important strategic goal. Karsten's experience in the field of cooperation management and the systematic know-how transfer in international markets will play a key role in achieving this target.”

Karsten Elbrecht will be taking over development of international business from Vice President Burkhard Leimbrock, who is leaving OPEN Business Club AG at his own request at the end of April 2007.

About XING:

XING makes your professional network an active part of your life. Far more than a directory of business contacts, XING enables its members to discover professional people, opportunities and privileges through its unique discovery capability and advanced contact management tools.

With the successful IPO of XING as the first Web 2.0 company to go public, OPEN Business Club AG has had a long-term impact on the social networking trend amongst professionals. By focusing on the target group “business people worldwide”, the company is able to offer tailored features, thereby making networking and contact management simpler. Besides Headquarters in Hamburg, OPEN Business Club AG is also represented with offices in Beijing and Zurich.

XING. Powering Relationships.

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[You can find this press release here](#)