

## XING Marketplace on its way

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

XING launches private beta test phase for online marketplace with “Jobs” category

- Members can recommend job openings to others
- Plans to include service and real estate postings
- Limited number of beta testers to be invited

Hamburg, May 11, 2007 – OPEN Business Club AG has launched a limited beta test of its new product “Marketplace” on which members can post offers to the XING community. The initial Marketplace launch will incorporate the category job openings, in which members can choose to receive selected job suggestions: Unlike other online job markets, an intelligent algorithm matches supply and demand on XING.

All XING users can view postings and search the Marketplace for suitable offers. Posters also have the option of allowing postings to be accessed via Google, which considerably increases the ad’s range of coverage. Furthermore, the viral marketing effect is once again employed: The recommendation feature allows members to forward job openings to others within their network. Once the closed testing phase has been successfully completed, Premium Members will be able to post jobs free-of-charge for a limited time period. Up to three offers can be advertised at the same time to over two million XING members.

In the next stage of development, XING plans to expand its Marketplace to include service and real estate.

Interested members can apply to take part in the beta test at [www.xing.com/app/user?op=research](http://www.xing.com/app/user?op=research).

About XING:

With the successful IPO of XING in December 2006 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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