

XING and ZoomInfo bring together Business Networking and Business Information Search

Date: 06-14-2007 04:40 PM CET

Category: [IT, New Media & Software](#)

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

XING users now have immediate access to nearly 36 million people and 3.8 million companies

New York, USA and Hamburg, Germany – June 14th, 2007 – OPEN Business Club AG (ISIN: DE000XNG8888), operator of the international networking platform XING (www.xing.com), today announced a comprehensive partnership with Zoom Information Inc. (www.ZoomInfo.com), a business information search engine that indexes the Business Web to quickly find information about industries, companies and people. The partnership will provide XING's 2 million-plus members with immediate access to profiles on nearly 36 million business people and 3.8 million companies directly on the XING platform. Under the terms of the partnership, all XING members will have access to ZoomInfo profiles and XING premium members will have the ability to contact over 18 million professionals directly and securely. XING members will also be able to manage their own online 'brand reputation' by monitoring their own web references to ensure accuracy and consistency. ZoomInfo's 4.5 million unique monthly visitors will also be able to join XING's business network directly with a simple two-click process. Importantly, in line with XING's strict member confidentiality policy, all contact information of XING users will continue to be protected within XING.

"This is the first time that business networking and business search have been brought together. This partnership makes XING the business networking platform with access to the largest number of profiles of business professionals and companies in the world. Nearly 36 million people are now available to XING members, making XING a must-have business tool," said Lars Hinrichs, Founder and CEO of XING.

"The potential for users of ZoomInfo to build business relationships through XING and be a part of such an active international community will inevitably open up many more new business opportunities for them. Making valuable connections is critical to business success, and ZoomInfo is thrilled to now provide our users with integrated access to XING's dynamic business network," said Jonathan Stern, CEO of ZoomInfo.

This partnership is the largest corporate development relationship following XING's IPO in December 2006 and is XING's first major commercial partnership in the US. The two-click XING registration process on the ZoomInfo site is expected to cause American XING member numbers to soar, and also to create added value for other XING members the world over. XING has stated its intention to enter the US market via both partnerships and acquisitions. In terms of member activity, revenues and connections, XING is already market leader in Europe and Asia, and offers the most comprehensive international platform for business networking. The first half of 2007 was an active one for the company: in March 2007 XING acquired eConozco, a leading Spanish contact networks for professionals while in May, XING launched the first automated international marketplace for jobs. The integration between XING's platform and ZoomInfo's search engine will go live in Fall 2007.

"This is just the beginning of XING's activities in the US. Business is becoming increasingly globalized these days, and XING offers US businesses unparalleled access to contacts in the major international markets. XING is the world's most active business community, and we constantly strive to deliver real business benefits for the world's professionals, across all countries, languages, cultures and industries," added Lars Hinrichs.

Important notice:

Cautionary note regarding forward-looking statements

This press release notice contains forward-looking statements concerning OPEN Business Club AG, its subsidiaries and affiliated companies as well as economic and political conditions that could influence the business development of OPEN Business Club AG. Forward-looking statements are based on the current views, expectations and assumptions of the management of OPEN Business Club AG and involve known and unknown risks and uncertainties that could cause actual

results, performance or events to differ materially from those expressed or implied in such statements. OPEN Business Club AG therefore does not assume any responsibility for such risks, and makes no guarantee as to the accuracy and completeness of the assumptions and estimates upon which the forward-looking statements are based, nor does the Company or its bodies ensure the correctness of the statements

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.

About ZoomInfo

ZoomInfo is a business information search engine used to quickly find information about industries, companies, people, products and services. ZoomInfo is used by sales and marketing professionals to identify business opportunities, by recruiters to locate talent, and by anyone conducting in-depth research about products, services and businesses. ZoomInfo’s semantic search engine continually crawls the Business Web – the millions of company Websites, news feeds and other online sources – to identify company and people information which is then organized into fresh, comprehensive and objective profiles. ZoomInfo currently has profiles on nearly 36 million people and over 3.8 million companies, and its search engine adds more than 20,000 new profiles every day.

According to Nielson/NetMetrics, ZoomInfo is the fastest growing network in the country, with 276% annual growth. More than 4 million people search www.ZoomInfo.com every month. In addition, over 1,700 customers, including Google, Yahoo!, Microsoft, Oracle, PepsiCo and 20% of the Fortune 500, use ZoomInfo’s patented search tools. ZoomInfo is privately held and based in Waltham, Massachusetts.

XING Media contact:

Daniela Hinrichs
OPEN Business Club AG
VP Corporate Communications
+49-40-419-131-19
daniela.hinrichs@xing.com

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