

XING upgrades groups for all members

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Press release from: [XING AG](#)

Premium standard for over 7,600 XING groups

- Enhanced community solution at no cost
- Additional functionality for moderators and members

Hamburg, November 9, 2007- XING (www.xing.com), today announced that it will be launching its enhanced group product on November 11, 2007. Former basic groups will be merged with the Premium Group product, which has been fee-based up until now – effectively upgrading all basic groups with additional services and improved functionality. Each and every member will have access to the new standard group product at no charge and with immediate effect. This upgrade directly benefits moderators and members alike. Just one example is the enhanced search feature, allowing group articles to be found more quickly and easily, as well incorporating a new search for group members. The re-designed groups overview page will also enable members to see which of their contacts are members of which groups.

“Mutual interests and common bonds form an excellent basis of building professional relationships,” believes Lars Hinrichs, Founder and CEO of XING AG. “That’s why we’re increasing our focus on specialized community solutions for all possible affinities – from companies and organizations to university alumni, local regions and hobbies.”

The new group product on XING includes a range of new and improved features: All of 12,500 moderators will be able to post news feeds on their group start page in future, thus keeping their members in the know at all times. Each group will be displayed with its own personalized logo on the groups overview page and on members’ profiles. Proposing new groups will be simpler from now on, and multiple groups will be permitted for the same subject area. There is also increased scope for moderators to give their group an individually branded design. Further new functionality includes external RSS feeds on group start pages and the option for moderators to send HTML newsletters to group members.

XING is also offering its tailor-made corporate community solutions, which are on a fee-paying basis and have an even wider range of features, to additional major corporations and brands.

This evolution of the XING group product involves the upgrade of the more than 7,600 groups. There will be a scheduled downtime of several hours this weekend in order to implement these enhancements.

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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, XING 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, XING AG is also represented with offices in Barcelona (eConozco, Neurona) and Beijing.

XING. Powering Relationships.

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