

XING announces: “What's new in my network”

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Press release from: [XING AG](#)

New service keeps members up to speed on what is happening in their own personal networks

SAN FRANCISCO, U.S. and HAMBURG, GERMANY, November 30, 2007 – XING (www.xing.com) will be launching a new real-time feature on Monday, December 3, 2007: “What’s new in my network” gives XING members live updates on their start page of the latest developments within their own personal networks. Now XING members will be able to see at a glance whenever a direct contact joins a new company, gets promoted, connects to a new contact or edits their profile data. “What's new in my network” will also be available as an RSS feed and within XING's Powersearch feature, and can be used on any mobile phone, including the iPhone, PDA and BlackBerry.

“This real-time feature reflects the fast pace of global business today and provides XING members with the most up-to-date information available,” said Lars Hinrichs, Founder and CEO of XING AG. “Giving members access to live, insightful news from their network opens up news ways of networking and exciting opportunities for doing business. ‘What’s new in my network’ also reveals just how active the XING community is: We are currently registering around 10 million updates on the platform every day.”

“What’s new in my network” is completely user-configurable. XING members can decide for themselves which new developments they wish to be informed about. There is a wide selection of categories to choose from here such as personal information (wants, hases, etc.), professional experience and educational background, contact and web details (including “My other profiles on the web”), data sharing, contact confirmations, new 2nd degree contacts, events and groups. Of course, XING members also have full control over which of their own updates should be displayed to their direct contacts. They can adjust their respective preferences in their privacy settings.

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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 (Neurona, XING Spain) and Beijing.

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