

## **New on XING: Free and automatic display of companies, organizations and professional associations**

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Beta version begins with over 96,000 Company Pages

Hamburg, April 16, 2009 – XING, the leading European business network, will now display automatically generated profiles of companies, organizations and professional associations. Having been available to an initial group of test users since last week, over 500,000 paying Premium Members based in the German-speaking world will now have the opportunity to tap into the network potential of nearly 100,000 company profiles with the new Company Pages feature. The new profiles, which are free of charge to companies, organizations and professional associations, increase the visibility of these organizations, presenting them in a clearer way and boosting the contact potential of the platform. The beta version already enables members to get in touch with contact people at the desired companies from a pool of nearly 100,000 profiles: for each Company Page, at least four employees maintain personal XING profiles, and can be contacted at the click of a mouse.

Additional information about the age of employees, career level of employees who are XING members, and length of time with the company, is generated automatically. The Company Pages feature is based on information already contained in XING member profiles. To repeat, companies, organizations and professional organizations do not have to expend their own resources to create these profiles, and Company Pages are free of charge for all XING members.

New feedback portal sorts member requests for a more customer-centered development approach

“The beta release of the new Company Pages is a perfect example for our new approach to development, getting the XING community involved in the development of new features as soon as possible,” explained Jason Goldberg, Chief Product Officer at XING AG. “In order to better manage the increasing volume of member suggestions and funnel it back into product development, we are also introducing a new feedback tool on the platform powered by UserVoice Inc. based in Santa Cruz, CA to coincide with the launch of Company Pages.” The new feedback portal allows members to rate products, make suggestions for future developments and improvements, and comment on suggestions of others. What makes the feedback portal unique is its open nature: all suggestions, all comments can be viewed by all XING members.

Besides improving and expanding the new Company Pages, XING intends to accelerate its speed of innovation, and introduce new features in Q2 of 2009. One such project involves preparing the technical groundwork for integrating new applications from external developers into the XING website using OpenSocial standards. “In the future, we’re going to release new features in beta, and are looking forward to a lot of user feedback. As much as we enjoy getting kudos, criticism and concrete suggestions for improvements will help us even more, giving us the chance to make enhancements and developments even faster than before. We’ll continue to improve and expand the new Company Pages based on the suggestions and wishes of our members so that the feature is as valuable as it can be for XING users,” said Mr. Goldberg.

About XING:

XING is the leading European network for business contacts. Far more than a directory of business contacts, XING makes your professional network an active part of your life, enabling 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, Milan, Istanbul and Beijing.

XING. Powering Relationships.

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