



FOR IMMEDIATE RELEASE

**Affinity Circles Creates Trusted Social Networking Sites for More Than
50 Alumni and Student Organizations at Universities Nationwide**

*inCircle Creates Safe, Secure Online Communities in Which Students and Alumni
Can Find Jobs, Locate Housing, Socialize and Network*

Mt. View, Calif. – September 13, 2006 – Affinity Circles™, the leading trusted social networking platform for membership organizations, today announced that 56 alumni and student organizations from universities around the country now use its hosted social networking platform, inCircle®. Alumni organizations, including Dartmouth, University of Florida, University of Michigan, University of Texas, University of Southern California, The Wharton Graduate Association and more, along with fraternal organizations such as Pi Kappa Alpha, Sigma Alpha Epsilon, Sigma Chi and Delta Delta Delta, have chosen to offer private social networks for their members.

“As students head back to class this fall, and last year’s graduates get serious about pursuing their career and life plans, thousands will gain access to online communities that make it easy to find, connect and collaborate with peers for professional, as well as personal, use,” said Steve Loughlin, president and chief executive officer of Affinity Circles. “Because our customer’s communities remain off-limits to the general public, their members are free from the safety, security and anonymity concerns associated with many public social networks. Rather, they can connect with friends, search for jobs, find housing, join professional groups, and share photos and blogs, all

(more)

with the comfort of knowing that their personal and professional communications are taking place within an exclusive, secure setting that they trust.”

Because the inCircle platform is hosted by Affinity Circles, the network is easy to launch, easy to manage and scalable. New personal and professional services and features are delivered on an ongoing basis to address members’ interests and needs.

For example, since finding employment and career advancement rank among the top concerns of recent graduates and students, Affinity Circles recently launched inCircle Jobs™ (www.incirclejobs.com). This affordable online recruiting service allows employers to target job postings to members from a single university, or group of schools, starting from as little as \$100. Members not only benefit by gaining access to exclusive job postings and internship opportunities, but also by using the relationship-mapping feature in inCircle that allows them to identify individuals from their peer group who work, or have worked, at a prospective company. With that information, job seekers can easily reach out to them for insight, guidance or referrals.

Affinity Circles also offers value-added e-mail productivity features that facilitate the process of connecting with peers. inCircle Blast™ is an email broadcast tool that allows organizations to create highly-personalized email communications. By leveraging profile data generated by the network, such as graduating class, gender, interests or other criteria, organizations can create and carefully target the distribution of their messages. inCircle Forward™ allows customers to offer members a permanent, lifelong forwarding email address that features the name of the alumni or student organization. While members benefit by securing an ongoing alias that they can rely on for personal or professional use, the organization is able to gather current email addresses and keep its records up to date.

“Our goal is to provide membership organizations with a private, secure social networking environment that will energize and engage their members, maximize their

(more)

personal and professional communications, and foster ongoing relationship with each other, and with their alma mater or peer group,” said Loughlin. “Today we serve a defined, but sizable, group of organizations within higher education that could easily reach into the tens of millions of users over time. As we move forward, our goal is to also target affinity groups outside this arena, enabling even more organizations to create collaborative online communities for their members.”

About Affinity Circles

Affinity Circles, previously known as Affinity Engines, provides a trusted social network for membership organizations. With inCircle, the company’s hosted social network solution, organizations can help their members build and maintain personal and professional connections in a dynamic, trusted online community. For more information, visit www.affinitycircles.com.

#

MEDIA CONTACT:

Carleen LeVasseur
Affinity Circles Public Relations
408-264-6767
carleen@affinitycircles.com