



## **MyLife™ Launches the First and Last Word in People Search**

*Company fills market need left unmet by Google and existing social network sites*

**Los Angeles, CA – February 24, 2009** – Today marks the launch of MyLife™, the Web's single best source for people search. For the first time, people can turn to one place to easily find anyone, and manage multiple relationships across social networks and other online sites. With this announcement, MyLife becomes the most effective and efficient way for people to find and keep track of everyone in their life. The company offers the industry's most powerful online and offline people search capabilities with a database of over 750 million profiles, and unique services to help people find anyone, anywhere across the Web.

The new site is the result of the successful merger between Reunion.com and Wink Technologies in November 2008. Reunion.com's rapidly growing user base of more than 50 million members can now quickly search more than 750 million profiles from online and offline sources using Wink's unrivalled proprietary people search technology. With significant user traction and a profitable business model, this powerful combination firmly positions MyLife as the leader in people search.

MyLife meets a critical market need left unmet by Google and other people search options. As people grow, move on, or switch social networks we inevitably lose track of the people who matter to us, and it's a basic human need to reach out and get back in touch for all the reasons people want to connect. Before MyLife, searching for people online was a frustrating and time-consuming process. General search engines are not designed to display the most relevant people search results and do not access the offline databases you have to check when conducting a thorough search. Existing people search sites have limited reach or depth of information and don't look across the boundaries of proprietary social networks.

"We are witnessing the Web transition into a place that is more social; where 20- and 30-somethings in particular are using Internet services to find people they have lost contact with," says Caroline Dangson, Social Media Research Analyst at IDC. "Unfortunately, searching for people using keywords can be an arduous task that often leads to impersonal results. Hence, we see growing demand for technology to improve this process. "

"Until now, not even Google provided a single, definitive solution for easily finding people. With an estimated seven billion people searches in the United States every month, there is an enormous need to better satisfy consumers with relevant and useful results," said Jeffrey Tinsley, founder and chief executive officer of MyLife. "MyLife fills that huge demand, and our groundbreaking people search technology positions MyLife to be the first and last word in people search. In the future, when you're looking for Web documents or other information, no doubt you'll still go to your current search engine of choice. When you're looking for people, you'll go to MyLife."

MyLife takes people search beyond the one-shot query by offering many unique services to assist in finding people and staying connected:



Find everyone. All in one place.

- **Search Via Multiple Criteria:** MyLife offers advanced search and filtering options including: name, email address, company, school, location and more
- **Find Everyone You Know Across the Web:** MyLife gives people a global view into all the consumer-facing networks their friends, family, and professional contacts are part of, including LinkedIn, Facebook and MySpace as well as 50 other sites
- **See Who's Searching for You:** MyLife lets you find out who is searching for you, and alerts members when there are new searches for them
- **People We Found for You:** MyLife suggests friends and professional contacts you may know based on your profile information and existing network of contacts
- **Search Scout:** If members don't immediately find who they're looking for, MyLife continues searching on their behalf and provides updates and alerts as new information becomes available on people of interest
- **Profile Builder:** Members can easily find their other online profiles across the web and instantly connect them to a unified MyLife profile

Once people have found who they're looking for, MyLife makes it easier to stay connected, even across multiple networks. From a single page, users can maintain all addresses for both personal and professional contacts in one place and keep track of their activity. MyLife bridges this current gap by gathering together contacts from all sides of life, for example, LinkedIn (for professional contacts) and Facebook (for personal contacts), all in one place. People can even categorize contacts for better organization and tracking of all the people that matter to them.

"We're not here to replace social networks. We're here to increase the value people get from them," said Tinsley. "People move on, social connections change, and we need to be able to find and stay connected with each other across the walled gardens created by the many networks. That ability to find people—and then find them again when things change, as they always do—is part of what differentiates MyLife from anything else out there."

### **About MyLife**

With its proprietary people search technology and access to hundreds of millions of profiles from across the web, MyLife.com is the single best source for finding everyone in your life and staying connected. MyLife has more than 50 million members and is growing at a rate of more than 2 million new members per month. The new company was founded by entrepreneur Jeffrey Tinsley, former CEO of GreatDomains.com and Reunion.com. MyLife has received \$25 million in funding from Oak Investment Partners. For more information, please visit <http://www.mylife.com>.

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