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SPONGECCELL EXTENDS PUBLISHING TO INCLUDE FACEBOOK

*Interactive Marketing Tool Continues to Provide Real-Time Metrics
for Grassroots Marketing and Promotion*

SAN FRANCISCO, January 14, 2008 – [Spongecell](#) has extended its publishing platform to include [Facebook](#), a leading social utility that helps people communicate more efficiently with their friends, family and coworkers. Spongecell allows marketers to further spread and track peer-to-peer communications within Facebook's community of 58 million active users.

Events from any Spongecell-powered calendar, website or blog can be easily added into individual Facebook profiles. Calendar items on a person's Facebook profile – such as movie premieres, concerts, trips, openings or other experiential events – will show up in the mini-feed section on the profile pages of a person's community or can be sent as an invitation, alerting your network of friends and family of an upcoming event.

"Online communities are where consumers 'live' and connect, and it's a natural environment for marketers to communicate with their audience more organically and efficiently," said Marc Guldemann, CEO, Spongecell. "The extension of the Spongecell application to Facebook is an obvious next step as many brands are seeking to engage people online and on social networks. Our customers use our software as a way to drive people to take action – from attending an event to buying a ticket to purchasing merchandise.

"Because our software is platform-agnostic and can be integrated with many different forms of media, we empower our customers to engage their audience anywhere including on their mobile devices, MS Outlook, blogs or any web-based venue."

An interactive marketing software that helps drive online consumers to take action – from event participation to ticket sales – Spongecell provides real-time metrics for marketers and event promoters. Reports show how the event information spreads via widgets, links, invitation forwards, SMS reminder and the like. With the Spongecell-hosted Facebook application, marketers can even track comments made regarding their event.

With Spongecell, marketers can send out individual or mass communications about relevant news or events based on past viewing preferences. By segmenting audiences based on media preference and historical interaction, people are informed about relevant content that interests them, and are more likely to continue to spread the information virally. Each web-based communication retains the brand of the company, artists or individual.

For more information about Spongecell, please email sales@spongecell.com or call 888-680-7999.

About Spongecell

Spongecell is a web-based software application that creates direct, one-on-one engagement between brands and consumers and converts interest into participation in online and offline sales, events, promotions, and activities. Spongecell has been used successfully by Oprah Winfrey, Lucky Jeans, Yari Film Group, Flavorpill.com, and Shakira, among others. Founded in 2005, the company is funded by Halo Venture Partners, The Interpublic Group of Companies (IPG) and the Pilot Group. For more information, go to www.spongecell.com.

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