



## Linking Universe Announces A New Business Application For The Facebook® Platform That Allows Users To Take Advantage Of Professional Connections

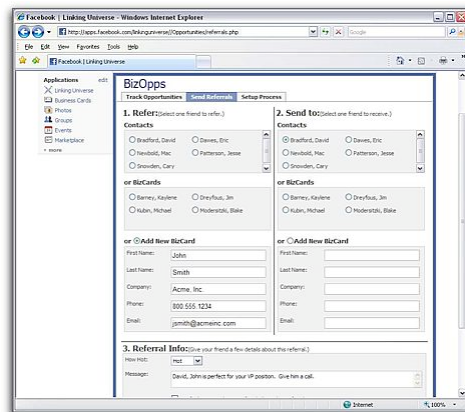
*Application calculates the value of a business network and automates communications and collaboration with professional contacts.*

**Salt Lake City, UT — (January 22, 2008)** Linking Universe Linking Universe announced today a business relationship management application for Facebook that uses network analytics to assess the business value of a social network. Linking Universe offers opportunity management capabilities that allow users to exchange business referrals, and track opportunities through a sales or hiring process. The Linking Universe solution is the first add-on applications for Facebook to combine social networking with the completion of business processes.

With the availability of this product, Linking Universe leads the way in transitioning Facebook, the leading social networking utility platform, into a platform for business productivity. “Up until now, Facebook business applications have been simple versions of standard software like messaging or word processing,” says Coleman Barney, Linking Universe President and CEO. “Our product is the first application that let’s business people actively use a social network to get work done.” (more...)



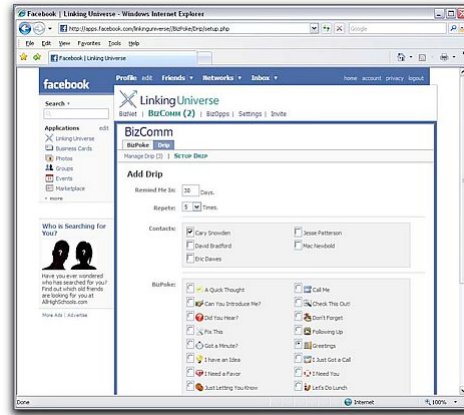
*The BizNet Network Score can be used to assess the overall value of a professional business network, and as a reference point for implementing improvements and growth strategies. The score includes measurements for strength, leadership, influence and overall connectedness.*



*Giving and receiving referrals is one of the most valuable activities that takes place within a professional network. BizOpps Referrals allows users to share leads and automatically capture the business opportunity into Linking Universe salesforce automation.*



*BizPoke lets you quickly and easily send a poke to anyone in your business network. BizPokes can be a friendly reminder to follow-up on something (e.g. Don't Forget) or a quick request (e.g. Call Me).*



*BizPokes can be scheduled so you are making contact with valuable members of your professional network on a regular basis. Schedule a BizPoke every 45 days or schedule a BizPoke one time as a follow-up to a conversation.*

Linking Universe is scheduled to debut in beta by January 31, 2008. It will be available for general release by the end of February 2008. Users will need a Facebook account and can access the beta free of charge from the Facebook applications directory. Interested parties can sign-up to be included in the beta at [www.linkinguniverse.com/contact-us](http://www.linkinguniverse.com/contact-us).

*“The Linking Universe solution was created based on the realization that as college and university students move into the work force they will expect to use social networking skills in their professional lives,”* said Cary Snowden, Vice President of Products. *“Integrating social networking with sales-force automation and CRM is a natural evolution.”*

### **About Linking Universe, Inc.**

Linking Universe is the first business relationship management application that allows you to unlock the value of your professional social network. The solution allows users to set-up a professional network of social contacts, and then manage and improve the network through the automation of business processes such as sharing referrals, sales-force automation and hiring. In addition, the company offers powerful analytics that help users understand and improve the value of their network. For more detail, visit [www.linkinguniverse.com](http://www.linkinguniverse.com).

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