

News Release

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MIXX LAUNCHES PRIVATE BETA

Customizable Social Media Website Empowers Users and Publishers with a Blend of User-Recommended News Articles, Videos and Images, Online Social Networking and Personalization Tools

MCLEAN, Va. and SAN FRANCISCO – September 21, 2007 – The launch of the private beta version of Mixx (<http://www.mixx.com/>), a powerful new customizable social media website that brings together an unprecedented combination of user-recommended news articles, videos and images, online social networking and comprehensive personalization tools, was announced today. Mixx makes it easy to learn, educate and be entertained by peers on a personal level according to interest and location. Created and developed by a team of industry veterans with deep Internet, news publishing and online content expertise, a complete version of Mixx is slated to launch later this year.

“Mixx is not a one-size-fits-all recommendation site where users run over each other and a single niche group can dominate the conversation—no one gets left behind with Mixx,” said Chris McGill, founder and CEO at Mixx. “Built on a structure that captures the ‘long tail’ of content and personal interest, Mixx empowers users who are interested in all types of media and unleashes the promise of Web 2.0 for publishers.”

Mixx lets users control the flow of incoming media by interest and location through the creation of their personalized “Your Mixx” start page, making it easy for each user to find and enjoy their own unique blend of topics and media. By voting for the stories, photos and videos that they like or against the ones you don’t like, Mixx users can recommend relevant media to other users within specific categories, tags and locations.

[more]

The online social networking tools in Mixx let users share and discuss relevant items among a group of friends or colleagues by creating or joining “Private Groups.” Additionally, Mixx users can designate “Mixx Friends,” allowing them to quickly invite and share among other users, or view a like-minded friend or colleague’s activity and interests.

Connecting Users and Publishers

Designed to provide users with the intuitive ability to unearth compelling, useful content that may otherwise be obscured due to spatial constraints and editorial choices, Mixx spawns networks of like-minded peers based on interests and location. This approach to the management of mass market content promotes diversity and eliminates fragmentation, allowing publishers to drive highly qualified traffic to their sites while transforming their audiences into grass roots evangelists.

This is achieved through the right mix of vote-based popularity and community architecture, the incorporation of comprehensive media personalization tools, a rich mix of content, and a robust localized content experience. The result is an external social network that drives qualified traffic into a publishers’ internal social network without cannibalization of content or users.

Moreover, publishers can use Mixx to better understand the interests of their audiences which translates into improved marketing, promotional and advertising programs. Publishers interested in participating in the beta launch of Mixx should contact the company at partnerships@mixx.com.

Private Beta Access

The Mixx private beta will undergo a rapid transformation as the program progresses with incorporation of beta user feedback, addition of video thumbnails and embeds, and improvements in site performance as navigation tags and group metaphors begin to thread throughout the system.

To apply for participation in the Mixx private beta program, which is available now by invitation only, users must sign-up at <http://www.mixx.com/>. Participants will receive log-in instructions via email when they are selected, and will have full access to the private beta site throughout the evaluation period.

About Mixx

Mixx is a privately-held company dedicated to connecting users and publishers in an ever more crowded digital media environment. The Mixx customizable social media website empowers users and publishers with an unprecedented blend of user-recommended content, online social networking and comprehensive personalization tools built on a fundamentally different structure that allows publishers to drive highly qualified traffic to their sites while transforming their audiences into grass roots evangelists. Mixx users engage in an intuitive, threaded experience as a result of their participation in community activities around topics they define, and creation of their own interest-based start pages with customized content submission and delivery. For more information go to <http://www.mixx.com/> or send email to info@mixx.com.

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