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Socialtext Delivers New Professional Matching Engine from introNetworks Inside Leading Enterprise Social Networking Platform

Boston, Mass., June 21, 2011 -- Socialtext announced a new product offering today that delivers introNetworks' powerful Visual Matching Engine™ inside Socialtext's enterprise social networking platform. This robust integration improves people's ability to pull together relevant colleagues and solve business challenges together in real-time.

With introNetworks' patented Pin View, people can identify which colleagues inside their organization share similar interests and expertise, or search for people associated with a specific topic. By integrating this technology, Socialtext brings better context to the data, information, and knowledge shared by people inside its enterprise social networking platform.

"This partnership with introNetworks delivers professional social graph technology within Socialtext, bringing richer context to the people and teams that drive a business," says Eugene Lee, Socialtext's CEO. "introNetworks adds a layer of contextual data to enterprise social networking profiles that makes it easier to find relevant colleagues."

The introNetworks technology identifies valuable connections within a company and presents them as a "smart social network." introNetworks can now be embedded virtually anywhere inside Socialtext enterprise social networking platform, which includes wikis, blogs, social networking profiles, group pages and personalized home pages. Whichever social app a person works in, their professional connections inside their company will be right there at their fingertips.

"We have long believed that rich collaboration begins with strong connections. This embedded capability in the Socialtext platform will provide companies a dynamic new approach to quickly find the best matches to solve their business challenges", says Mark Sylvester, introNetworks' CEO.

Some mutual Socialtext and introNetworks customers are excited to participate in early beta deployments, including McCann World Group.

"We believe in delivering a solution to our employees that allows them to take the greatest advantage of the flow of information inside the organization," says Greg Smith, EVP and CIO, McCann Worldgroup. "By combining these two platforms, this will serve as a catalyst in our ability to build stronger teams and harness more of our intellectual capital faster."

The introNetworks offering will be available to Socialtext customers in Q3. To leverage this new capability, existing customers should contact their Socialtext representative. New customers should contact sales@socialtext.com.

About Socialtext

Established in 2002, Socialtext was the first company to deliver social software to businesses. By unlocking knowledge, expertise, ideas and data, Socialtext eliminates information silos across the enterprise to drive superior business performance. Socialtext's enterprise social networking products — including micro blogging, blogs, wikis, profiles and social spreadsheets — provide simpler ways for employees to share vital information and work together in real-time. Delivered in a variety of hosted cloud services, as well as on-site appliances, enterprise customers are provided with flexible deployment options that meet their security requirements. Built on a flexible, web-oriented architecture, Socialtext integrates with virtually any traditional system of record, such as CRM and ERP, enabling companies to discuss, collaborate, and take action on key business processes. More than 6,500 businesses worldwide have accelerated their business performance with Socialtext, including Egon Zehnder, Getty Images, Symantec, Meredith Corporation, NYU Stern, OSIsoft, and Epitaph Records. To learn more, visit www.socialtext.com.

About introNetworks

Based in Santa Barbara, CA, introNetworks creates smart social networks that are dedicated to helping people identify and then make meaningful connections to who and what matters most to them. Since 2003, their patented Visual Matching Engine™ has been successfully deployed to innovative clients that include high profile companies such as Adobe, Coca-Cola, Hewlett-Packard, McCann Worldgroup, The TED Conference and leading organizations such as the Defense Acquisition University, Harvard, Brown University, Wharton and NASA. introNetworks' technology allows companies such as these to drive value and uncover growth opportunities inside their organizations by connecting expertise globally and enabling economic efficiency. To learn more, visit www.introNetworks.com.