



PRESS RELEASE

ACTIVITY STREAM PIONEER MONICA KELLER JOINS SOCIALCAST TO LEAD OPEN GRAPH ADOPTION ACROSS THE ENTERPRISE

Keller to enhance technology leadership; announces Socialcast as the first enterprise software provider to support the Open Graph Protocol

SAN FRANCISCO, CA – 08/16/2010 -- Socialcast, the leading provider of communications and Activity Stream software for the enterprise, today announced the addition of pioneering Activity Streams architect and Open Standards advocate Monica Keller to its engineering team. Along with this senior leadership addition, Socialcast also announced that Monica will be ushering in immediate support for the Open Graph Protocol, making Socialcast the first enterprise software provider to do so. Monica will assume the role of Director of Engineering to lead the team devoted to bringing the power of massive scale, web-wide activity streams to the Socialcast platform. Socialcast combines everyday employee activity streams and microblogging with enterprise systems data to provide greater organizational intelligence and a complete view of business-wide activities.

Monica Keller is a veteran Activity Stream engineer and evangelist who previously led and advised development teams at both MySpace and Facebook. Activity Streams are a convenient and consistent way to syndicate social activities around the web. The addition of Monica to Socialcast's team brings web-scale experience to the platform, making Socialcast the leader in providing tools employees need to expose, manage and collaborate around real time data in pursuit of enterprise goals.

"Enterprise Activity Streams represent a phenomenal opportunity for Socialcast because capturing and syndicating these data, actions and activities across the breadth of a business is so mission critical in competitive marketplaces," said Monica. "Activity Streams solve the problem of daily knowledge and expertise loss within organizations that don't collaborate well, and I couldn't be more excited to take what I've done for massive, web-wide applications and apply it to the enterprise through the Socialcast platform."

Monica's first project will be spearheading Socialcast's support of the Open Graph Protocol. The Open Graph Protocol is a set of standards first developed at Facebook that enables any web page to become a rich object in a social graph. Monica will be tasked with building upon Socialcast's already successful Activity Streams foundation to richly represent the corporate social graph. Under her leadership, Socialcast's support of the Open Graph Protocol will transform enterprise collaboration from a web of documents into a meaningful web of people and intelligence.

As the consumer web is being modeled based upon people and their interests, Socialcast is developed with the idea that the corporate environment can benefit by the

same contextual associations. With most conversations in the enterprise occurring around Corporate Social Objects such as documents, customer profiles, and projects, the Open Graph Protocol will allow Socialcast to surface additional context about these critical business nodes in real-time. Now, Socialcast will be able to connect employees not only to their areas of interest, but also to relevant information that will help them work smarter. This new focus will serve as the base for many of Socialcast's new and upcoming features to be announced at the end of Q3 2010.

About Socialcast

Socialcast – the company that unites people, information, and applications across the enterprise via Activity Streams – puts an entire company's brain to work with its real-time enterprise activity stream engine. Behind the firewall or in the cloud, Socialcast's software enables instant collaboration in a secure environment. Backed by Menlo Ventures (www.menloventures.com) and True Ventures (www.trueventures.com), Socialcast is headquartered in San Francisco, California. For more information visit www.socialcast.com or call 1-888-779-3220.

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