



PRESS RELEASE

SOCIALCAST TAKES ENTERPRISE COLLABORATION TO THE NEXT LEVEL WITH EASE: ENTERPRISE ACTIVITY STREAM ENGINE

First to Deliver Complete Integration with Microsoft Outlook and Behind-the-Firewall Security

San Francisco, CA – March 2, 2010 – Socialcast, the company that unites people, information, and applications across the enterprise, today announced the availability of Socialcast Ease (enterprise activity stream engine), its expanded technology platform designed to support a new form of enterprise collaboration through activity streams. Socialcast Ease is simple to deploy behind the firewall or in the cloud and delivers seamless integration with Microsoft Outlook—an industry first—so that it fits into the existing workflows of millions of enterprise employees.

Key features of Socialcast Ease

- **Activity Stream Engine:** The new real-time interface aggregates information from existing business systems with employee-generated messages, including microblogging updates, into a live, searchable activity stream that provides employees with a unified view of data and activities flowing across the enterprise.
- **Complete Microsoft Outlook Integration:** A first-of-its-kind Outlook connector integrates Socialcast Ease into the actual Outlook application, offering users a familiar, cohesive interface for their entire messaging toolset.
- **Behind the Firewall or On-Demand:** It is now possible for security-minded enterprise customers to build a secure, robust social network since Socialcast Ease can be deployed behind the firewall as a rapid-install virtual appliance, leveraging VMware, Hyper-V, or other server virtualization platforms. A software-as-a-service (SaaS) deployment option is also available.
- **Social Business Intelligence for an Agile Enterprise:** A comprehensive analytics suite quantifies visibility into employee trends, topics and conversations across microblogging and other social activities within an enterprise activity stream, offering live feedback and actionable insights that can generate real-time operational efficiencies.

Empowering Workforce Responsiveness and Shared Information Across the Enterprise

Socialcast Ease offers an enterprise-ready activity stream solution that is on-premise, on-demand and integrated with existing business productivity applications. It unites the workforce in real time, encouraging information sharing and revealing otherwise buried sources of knowledge, helping companies make use of data to increase business responsiveness. The solution's elegant interface organizes information flow within activity streams to create a compelling workspace for collaboration.

"We're enabling companies to cultivate a people-centric, collaborative environment that recognizes the importance and power of group wisdom and human interaction," said Socialcast CEO Tim Young. "In the coming months, we will continue to unveil enhancements to the Ease platform that promote a thriving corporate ecosystem and transform how and how often employees communicate."

Making the Inbox Collaborative and Social

Leveraging a specialized Outlook connector, Ease works seamlessly within traditional email workflow to eliminate "just another-tool" burnout among busy employees. Messages and updates from a company's Socialcast network stream into dedicated Outlook folders, where employees can read, respond and share new information directly from their inboxes. The result is a fully integrated social network solution that delivers convenience and familiarity with the look, feel and flow of traditional email. Socialcast Ease is the industry's first enterprise collaboration

solution to offer total integration with Microsoft Outlook 2007 and 2003, the first of multiple integrations with popular business applications that the company plans to announce in 2010.

No More One-Size-Fits-All: Secure and Flexible Deployment Options to Meet Corporate IT Mandates

Socialcast offers easy deployment and integration of Ease for both behind the firewall and software-as-a-service (SaaS) customers. The solution can be deployed in three ways:

- **Secure, scalable on-premise network** – Meets enterprise security mandates and features Social Business Intelligence and LDAP system integration; Socialcast Ease is easily deployed as a virtual appliance behind the firewall in one hour or less by an enterprise IT administrator.
- **Premium hosted network** – Uses a Socialcast-hosted version of Ease that integrates with a company's LDAP system, providing 24/7 availability and more network access control than SaaS alone.
- **Basic SaaS** – Uses the free Socialcast-hosted version of Ease that leverages the Internet and can be immediately implemented with a few mouse clicks.

"We are committed to innovating ways to optimize communication and unify today's enterprise organization. Socialcast Ease offers greater operational efficiency and knowledge sharing thanks to robust Outlook integration, and makes the implementation of a secure social network within a company's activity stream a real, viable option for behind the firewall customers for the first time," said Young.

About Socialcast

Socialcast – the company that unites people, information, and applications across the enterprise – puts an entire company's brain to work with Ease™, the 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 True Ventures (www.trueventures.com), Socialcast is headquartered in San Francisco, California. For more information visit www.socialcast.com or call 1-888-77-WEB-20.

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