



PRESS RELEASE

“TOWN HALL” BY SOCIALCAST BRINGS EXECUTIVE COMMUNICATION AND STRATEGIC COMPANY MESSAGING DIRECTLY TO EMPLOYEES IN REAL TIME

By Making Key Discussions Visible, Town Hall Opens the Virtual Office Doors to Provide Instant Executive Engagement Inside Activity Streams

SAN FRANCISCO, CA – 2/1/2011 -- Socialcast, the company that unites people, information and applications across the enterprise, today announced the release of a premium extension of the Socialcast platform called Town Hall. Town Hall provides an on-demand forum for direct or moderated discussions between company executives and employees so that everyone can stay aligned with business goals. Imparting, storing, and creating conversation around executive-directed goals and conversation is the next step in Socialcast’s evolution of the Activity Stream.

Organizations today have to adapt to a constantly changing market landscape that requires executives to keep teams tied to the pulse of the business. This used to mean sending lengthy status emails or holding employee Q&A sessions in person or over a conference call. Executives would juggle questions to see what was important or appropriate, and employees would struggle to keep up with shifting conversations. While useful, these sessions would rarely end in a better informed employee audience, and there was little to no ability to audit the session for future follow up.

Town Hall lets executives schedule a company-wide, moderator-optional virtual session within the existing Socialcast platform, automatically notifying employees of the session and providing a context-rich forum for them to start asking questions. As the Town Hall begins, the hosting executive has visibility into open, answered or flagged questions. All answered questions are made visible to the attending audience in real time and archived for historical review. Now, as employees engage with company leadership, existing user profiles and existing community conversation can be leveraged to create more context for important discussions with the opportunity for post-session engagement in an open forum.

"In many organizations, the Town Hall or all hands meetings are good at best, but once employees return to their desks and workflow, the message is lost and they are back to business as usual," says Thomas Vanderwal, Principal and Senior Consultant of InfoCloud Solutions. "If the message turns to or fosters ongoing conversation, the message not only lives on but has a chance of getting engrained in the lives and work of all in the company. "

"We've heard loud and clear from our customers that senior leadership communication is paramount to employee engagement and organizational alignment," said Tim Young, Founder and CEO of Socialcast. "Now, with Town Hall, companies have a channel to

keep all employees informed of key plans and directions while creating the opportunity for feedback loops that cross hierarchical boundaries.”

About Socialcast: Socialcast – the company that unites people, information, and applications across the enterprise via Activity Streams – brings everyone in 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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