



FROM: Xerpi

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XERPI LAUNCHES ONLINE SOCIAL BOOKMARKING NETWORK, XERPI.COM, A PLACE FOR USERS TO MANAGE, LOVE, AND SHARE THEIR FAVORITE WEBSITES

New York, Oct. 10, 2007– Con Way Ling, Xerpi Co-founder and CEO, and Will Becker, Xerpi Co-founder, today announced the launch of Xerpi.com, an online social bookmarking network. Xerpi.com frees users from the limits of browser bookmarks and focuses on managing user’s favorite websites.

Xerpi is a free website designed to customize the internet by organizing, finding and sharing hundreds of personal bookmarks. Features such as downloadable browser plug-ins that allow users to save links with one click, and Xerpi mobile which lets users manage and access links on handheld devices on the go, make browsing from anywhere quick and simple.

Xerpi.com was created out of the need for an easier way to navigate the internet and save bookmarks. “I dig sites and I stumble upon sites, but I also need a convenient way to manage and share these sites,” said Ling. “We designed Xerpi to be a clean, intuitive site that saves time and in the process makes life, at least online, easier.”

Each Xerpi member is able to create a “My Xerpi” page and organize it to fit their personality and needs. Upon sign up, users can jumpstart the process by selecting from 11 ready-made profiles: Fashionista, Capitalist, Pop Culture Junkie, Sybarite, Man’s Man, Eco Warrior, Right-on Mom or Dad, Adventurer, Political Animal, Techie Wizard and Don’t Box Me In. Each profile is pre-populated with bookmarks suited to each personality and new users may choose as many or as few profiles as they see fit. For an even deeper level of personalization, users can import their favorite bookmarks directly from their browser.

Xerpi aims to go beyond storing and listing links. As opposed to other social bookmarking sites and browsers, managing favorites on Xerpi is done by dragging and dropping bookmarks into user-created category blocks such as email, gossip, banking, mobile, activities and news to make finding and sharing links uncomplicated.

“We designed Xerpi using Asynchronous JavaScript and XML and Ruby on Rails open source libraries,” said Xerpi CTO Wray Mills. “This lets us concentrate on making our fundamental domain model flexible and simple. It also lets users easily drag, drop and organize their links.”

Xerpi.com will soon be unveiling a “community view” feature where friends, families, colleagues, dancers, teachers, students, book club presidents, bee keepers and Mensa members can publish their “My Xerpi” pages to other users making it easy to share links and favorites.

About Xerpi.com

Xerpi delivers a free website service at Xerpi.com that allows users to save, organize, and share internet favorites. Xerpi was founded in 2004 as GoDo Media LLC. The initial version of the site was launched in 2004 under the URL godo.co.uk in the United Kingdom and godotoo.com in the United States. The site was renamed Xerpi.com in spring of 2007 and is being launched in the US in October of 2007.

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