



YOONO LAUNCHES “UNIVERSAL REMOTE” FOR YOUR DIGITAL SOCIAL LIFE

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Socialize Your Browser by Bringing Social Networks, Bookmarks, Chat, Photos and Video Sharing into a Single Browser Interface

San Francisco, CA, May 5, 2008 --- Yoono, a leader in developing solutions to simplify your Internet life and save you time, announced today the private beta launch of its newly expanded service for FireFox users. Yoono truly socializes your browser, getting you to interact more with friends and family over the Web. Like a “universal remote” to help you easily manage your digital life, the new Yoono brings all of the best of the Internet into one single browser-based application. Now, Yoono’s 1.3 million users can access and interact with all of their social networks in one easy-to-use interface. With Yoono, users can discover new content, share it with friends in multiple networks, and hold two-way conversations and universally update their status in real-time. Available today in FireFox, Yoono will soon be available for IE.

“Aggregation is without a doubt the hot sector in emerging tech right now. The social Web has become so disparate that keeping up with one’s myriad networks is a workday in itself,” said Carla Thompson, Senior Analyst at Guidewire Group. “That’s why I’m excited to see the new Yoono. The company is the first to combine bookmarking, chat, photos, video and lifestreaming, all in one inconspicuous browser sidebar.”

The Universal Remote for Your Digital Life

In a single browser toolbar, Yoono users can interact with the best of the Web more than ever before by discovering, communicating, and sharing with friends across multiple networks and platforms all in one place. Users can stop wasting time checking for updates and visiting multiple networks and instead start enjoying! With Yoono, users can:

Discover

- Find relevant articles and discover new sites as you browse the web.
- Meet new friends and Yoono users that are interested in the same topics.
- Save and share specific content with your friends.

Communicate

- Gather all of your social networks in one place including Facebook, Flickr, FriendFeed, Last.fm, Piczo and Twitter.
- Bring together all of your chat networks including AIM, GTalk, MSN, and Yahoo!
- Universally update you profile status.
- Receive live updates from your friends.
- Search and proritze friends and their updates.
- Instantly message and chat with friends in any network.

Share

- Drag and drop photos and videos from any site including YouTube and MetaCafe and share live with friends.
- Upload pictures in Flickr through Yoono.
- Create and save a file around photos and videos and share with friends or post to a blog.

“Yoono is taking all the social networks, bookmarks, and aggregators to a new level by creating a single place where you can save time and easily access the best of the web,” said Pascal Josselin, president and CEO, Yoono. “Our goal is to combat online social fatigue by making your online social life, just like your offline social life – fun. With Yoono users interact more with their networks and friends because they can easily communicate and share what is most interesting and important to them.”

Throughout May Yoono will continue to add several social networks. New additions, MySpace, Bebo, Friendster, and Imem, will be integrated by early June.

About Yoono

Yoono is a leading developer of solutions to simplify your Internet life. Our vision is to make socializing on the Internet accessible, easy and fun for everyone. Today, more than 1.3 million users are currently leveraging Yoono to manage the Internet. With Yoono, you can stop watching your digital social life stream by and instead discover new content, share it with friends in multiple networks, and have two-way conversations and status updates in real-time. Yoono brings your favorite social networks, social bookmarking, video, music, and search features together to make socializing online as natural as off-line. So Get A Life! Get Yoono and Get Social! For more information, visit us at www.yoono.com.

