

For Immediate Release

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**YOONO LAUNCHES MAJOR UPGRADE TO BE THE FIRST TO
MONETIZE SOCIAL AGGREGATION**

*Upgrade Includes Support for IE, Shopping Widget, Sidebar Access to
Social Music, and New MySpace Integration*

San Francisco, CA, November 3, 2008 --- Yoono, a leader in developing solutions designed to socialize any browser, announced today the launch of a major upgrade that monetizes social aggregation. Yoono's browser-based social aggregation sidebar now supports Internet Explorer and features imeem embeddable music widgets, full integration with MySpace as well as a Facebook upgrade. Yoono is also announcing the first ever, shopping widget for social aggregation. Yoono's shopping widget generates product recommendations and pricing comparisons based on the products displayed during a browsing session. Now users can purchase items from Amazon.com, Buy.com, eBay and Shopzilla right from the sidebar. The shopping widget will be available on Nov. 24th just in time for the biggest shopping day of the year.

"As the Internet becomes more social, users want to connect, discover, share, and communicate in the most immediate and easiest way," said Max Engel, product lead for the MySpace Data Availability Platform. "Users can now take their MySpace social experience and identity with them while travelling the Internet by leveraging MySpace Data Availability and the robust features provided through the integration with Yoono's side-bar."

Today Yoono's 1.7 million active users can connect with friends in MySpace as well as Facebook, Flickr, FriendFeed, Twitter, Gmail, Piczo and a host of IM clients through a single sidebar. Along with the new features, Yoono's new UI will make following the network stream, chatting, sharing pictures and videos, listening to music, bookmarking pages and soon shopping, that much easier.

Socialize Your Browser

New features in the Yoono upgrade include:

Shopping – New widget provides product recommendations from some of the world’s largest ecommerce sites including Amazon.com, Buy.com, eBay and Shopzilla. While searching products Yoono recommends similar products and competitive pricing. Recommendations can then be bookmarked, shared with friends or purchased through Yoono.

Social Networks – New integration with MySpace’s platform allows users to connect and share content with friends. Yoono also allows people to access their user account and friends list on leading social music service imeem. New Facebook upgrades allow for all alerts and notifications to stream through the sidebar as well.

Social Music – By using imeem’s powerful APIs and embeddable music widgets, Yoono is now offering people the ability to search for and listen to their favorite music directly from the Yoono side-bar. People can access and stream their imeem.com user-created embeddable playlists and search for new music to listen to while they browse the Web.

Internet Explorer – The world’s most popular browser is now socialized with the inclusion of a Yoono side-bar. Leverage all your favorite social networks, bookmark pages, share videos and pictures and listen to music all through IE. Now you can watch your entire social stream from the secure browsers you trust the most.

“This is a major change in the way the industry thinks about social aggregation,” said Pascal Josselin, CEO of Yoono. “We listened to our users and they want to do more than just watch and occasionally contribute to social networks. They want to have two-way interaction in a way that matches the things they are doing on the Web. With this launch we achieve more than watching the stream. We give users a way to get what they want, whether that is a conversation, a video, music or a new product.”

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 1.7 million downloads in Firefox alone, 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. For more information, visit us at www.yoono.com.