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## **NETVILLAGE.COM ANNOUNCES COMPREHENSIVE SOCIAL NETWORKING SOLUTION**

### **Offers Facebook-style tool as both a hosted and off-the-shelf solution**

Laurel, Maryland. – netVillage.com, who’s software has been powering online communities since before the web, today announced it will provide businesses, associations, and entrepreneurial startups with a one-stop Social Networking solution. The service allows a web site to quickly offer members a full menu of interactive services such as chat rooms, discussion boards, shared document libraries, blogs, micro-blogs, video catalogs, hotmail-style community e-mail, facebook-like friend feeds, twitter-style updates, and other tools.

The developers at NetVillage have been building online social networks for over 20 years - when they were the leading provider of communication tools during the dial-up era of Bulletin Board Software. They count early AOL, Prodigy, and CompuServe amongst their customers. “We are not one of the pablum-eating ‘Social Networking’ providers birthed during the past year”. Indicates Nate Hammond, Chief Technology Officer. “We are perhaps the most experienced web community provider around”.

Industry web sites are rapidly adopting interactive member collaboration tools to attract and retain users – to make their sites “sticky”. By adding these social networking features, such as found on sites like Facebook and MySpace, a web site can grab and keep surfers’ attention while encouraging them to return. Keeping users on their sites longer increases their interest in the site’s e-commerce initiatives. By engaging customers with a netVillage interactive community site, businesses can build stronger customer relationships, increase brand loyalty, tap market knowledge, and capitalize on opportunities for highly targeted advertising and sponsorships.

**About netVillage, Inc.**

NetVillage is a leading provider of interactive communication and collaboration solutions (Social Networking) for creating, hosting, and managing community-enabled web sites, or special-interest user groups. We provide a complete set of tightly-integrated Social Networking services that provide solutions for businesses wishing to create revenue generating virtual e-communities. For further information call 1-888-NETVILLAGE, or visit [www.netvillage.com](http://www.netvillage.com).

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