



Introducing Feedback.com

Free online service simplifies the feedback process while helping businesses and brand managers protect their social reputation

NEW YORK, NY (TECHCRUNCH DISRUPT) – MAY 24, 2010 – Today, Feedback.com Inc. announced a new online platform that transforms the way businesses engage with their customers with a simple, efficient and authentic feedback service. User feedback on the web is a confusing and deeply fragmented array of review sites, blogs and streams that are susceptible to infiltration by spam and competitive attacks. Existing systems are primarily a one-way experience where users' comments are unlikely to reach the right person, generate any action or deliver a positive result because businesses do not have a meaningful way of getting informed or responding when customers weigh in. In this environment, businesses and people can unknowingly incur substantial damage to their brands and reputations. Feedback.com not only gives businesses of all sizes a fighting chance to protect their reputation amidst the chaos of social media opinion that can quickly escalate and get out of hand, but also provides an opportunity for high quality customer engagement.

"People have opinions and reactions to the brands, products and services they use all the time, so we've developed a free service that not only simplifies the collection of authentic customer feedback, but gives businesses a clear picture of what to do about it," said Michael Harris, CEO of Feedback.com. "Feedback.com bridges that gap and helps businesses and consumers get the greatest value from their exchange."

Visitors to Feedback.com and users of the Feedback iPhone application can provide their comments to a business, product or person via a simple feedback entry form. Additionally, Feedback.com can aggregate feedback messages posted to social media sites and networks including Facebook and Twitter so people can manage their feedback all in one place. Visitors may also read the feedback that has been given by other users. "But, we don't stack-rank or rate one business over another," added Harris. "We think that can be misleading and often irrelevant. At Feedback.com, it's all about the conversation between the giver and receiver."

"The reason I like Feedback.com so much is that it provides a free and easy way for people with genuine concerns – rather than snarky comments – to offer honest, constructive feedback about their experiences," said Lara Fordis, founder of SuggestionGuru.com, which specializes in getting feedback for corporate clients. "Unlike Yelp or other review sites, Feedback.com solicits comments that help businesses make

positive changes since the feedback is focused on action and results. For people and companies who care about authentic communication, Feedback.com is a must-try tool."

Feedback.com business pages are highly search engine optimized and provide a centralized and persistent view of customer sentiment from actual users, giving businesses the ability to take appropriate action. Businesses or individuals that claim their feedback page get a search-friendly URL ("yourname.feedback.com" or "feedback.com/yourname") and access to additional methods of responding to feedback as well as the ability to customize their page, including the option to share or solicit feedback about specific things and offer other promotions, coupons and incentives to feedback givers.

Representatives from Feedback .com will be participating in the TechCrunch Disrupt conference Startup Alley in New York City on May 24-26.

About Feedback.com

Feedback.com is an online platform that transforms the way businesses engage with their customers with a simple, efficient and authentic feedback service. Feedback.com not only gives businesses of all sizes a fighting chance to protect their reputation amidst the chaos of social media opinion that can quickly escalate and get out of hand, but also provides an opportunity for high quality customer engagement. Feedback.com was founded in 2009 and is an Idealab company.

###

Media Contact:

Stephan West
Idealab for Feedback.com
(626) 685-4934
stephan@idealab.com