



## **FEEDBACK.COM LETS USERS GIVE FEEDBACK, HELP THE GULF CLEAN-UP EFFORT AND GET A CHANCE TO WIN AN IPHONE 4**

**PASADENA, CA – JUNE 24, 2010** – Feedback.com Inc., a new online platform that transforms the way businesses engage with their customers with a simple, efficient and authentic feedback service, today announced a contest where the company will make a 10 cent donation to the Greater New Orleans Foundation’s new Oil Spill Fund when users give feedback to any business, person, event, product, or on any topic. The campaign will continue until July 23, 2010. Anyone that submits feedback on the site or via the Feedback.com iPhone/iPad application will earn entries to win an Apple iPhone 4 that will be awarded at the conclusion of the campaign (certain rules apply). Feedback.com will make a maximum donation of \$50,000.

“As the tragedy in the Gulf continues, all of us at Feedback.com wanted to find a way to make a positive contribution with the help of the Feedback.com community,” said Michael Harris, CEO of Feedback.com. “Our campaign, in conjunction with Greater New Orleans Foundation, is a wonderful and simple way for people to give feedback, help the Gulf clean-up effort and have a chance to win an iPhone 4. We hope our Facebook friends, Twitter followers, and anyone just hearing about us will help us maximize the donation.”

To participate, people can visit <http://feedback.com> and click on the Facebook Connect icon to be eligible for the iPhone 4 giveaway. Next, people can give feedback to any business, person, event, or product. Every valid feedback message equals another donation to support a healthy gulf and another entry to win an iPhone 4. The contest is open to people who are new to Feedback.com.

“As the world watches our nation’s worst environmental disaster unfold, we are grateful to the donors who are responding with contributions to the Gulf Coast Oil Spill Fund,” said Albert Ruesga, president and CEO of the Greater New Orleans Foundation. “In the short-term, proceeds from the Fund will support organizations on the ground providing critical services to fishermen and their families. In the long-term, the Fund will help coastal communities address the long-term effects of the spill.”

Feedback.com launched in May 2010 and is a free online service that simplifies the feedback process while helping businesses and brand managers protect their social reputation. Customer 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 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. Visitors may also read the feedback that has been given by other users. 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.

### **About The Greater New Orleans Foundation**

The Greater New Orleans Foundation (<http://GNOF.org>) is one of the oldest and largest philanthropic organizations in the region. Every day, the Foundation joins forces with other organizations and individuals to address the needs of the community and build consensus for solutions. The Foundation has invested over \$100 million in the Gulf region since it opened its doors over 25 years ago to respond to community needs.

### **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 is an Idealab company.

Media Contact:

Teresa Bridwell

Idealab for Feedback.com

626.535.2886

teresa@idealab.com