



TweetUp Expands to Include LinkedIn and Facebook Alongside Twitter in Social Search Results, Changes Name to PostUp to Reflect Broader Vision

***Over 700 million impressions have been served in search results
on leading web sites and Twitter clients in just three months since launch***

PASADENA, CA – AUGUST 30, 2010 – TweetUp, Inc. announced today that its market-based search engine for Twitter will be expanding to include bios and updates posted to other popular social networks, including LinkedIn and Facebook. To reflect this broader vision, the company also announced it is changing its name to PostUp, Inc. All current members of TweetUp will automatically be part of the new platform and will soon be able to add information about their accounts on the other networks.

“Our early experience in working with members, partners, advertisers and users has led us to see the importance of expanding what we display in search results,” said Bill Gross, CEO of PostUp. “Many of the most prominent and respected authorities on subjects of interest to Internet users have strong preferences for one network over another and often post their comments on multiple networks. Expanding our results to include members of LinkedIn and Facebook will enable those who maintain pages on those services, either alone or in addition to Twitter, to increase the number of targeted fans or followers through one, common search engine.”

In April, PostUp opened registration for the world’s first marketplace for real-time search, and in May the company launched its search capabilities at TechCrunch, Topix.com, and Businessinsider.com. PostUp’s core search algorithms, in combination with this marketplace, address the needs of both users and authors in a single search mechanism. In addition to algorithms that combine a variety of factors to determine relevance, authors will soon be able to bid on keywords in a competitive marketplace very similar to what now occurs at Internet search engines. This sophisticated combination of factors pushes the most relevant authors to the top of the results of users’ searches, and it enables serious members of social networks to expand their following quickly and cost-effectively.

“Market response to the PostUp concept has been extremely gratifying,” added Gross. “Over 12,000 tweeters have registered over 200,000 keywords to date, and the number of impressions we are serving across our distribution network has been growing at over 100% per month. To date, we’ve served over 700 million impressions in just three months, a testament to the reach of our distribution partners.”

PostUp’s search results will be available to hundreds of millions of individuals through revenue-sharing agreements with a wide range of partners. These include leading Twitter clients TweetDeck, Seismic, and Twidroid; the leading provider of custom browser and desktop toolbars,

Conduit; the leading dashboard publishing platform for the web, Netvibes; one of the leading sources of tweets, TwitterFeed; one of the leading social media authority and influence ranking systems, Klout; as well as popular web sites including BusinessInsider.com, Answers.com, business.com, TheFreeDictionary.com, TechCrunch, Topix.com and popurls. Combined, over 400 million author impressions are currently being served via PostUp search results to 100 million unique users each month at these clients and web sites.

About PostUp

PostUp, Inc. (www.postup.com) was created at Idealab (www.idealab.com), where Bill Gross also devised the first model for paid internet search, Overture/Goto.com, over a decade ago. Then, like now, the goal was creating a business model that both improves the relevance of search results and enables a steady revenue stream for publishers. Today, the sheer volume of posts to social networks is crying out for a similar solution, and PostUp was formed to provide it. PostUp is backed by Idealab, Index Ventures, betaworks, Steve Case's Revolution LLC, First Round Capital, Jason Calacanis and Jeff Jarvis.

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