



TweetUp Goes Live with Beta Search Results Showcasing the World's Best Tweeters

***Results will be available to over 100 million users through
a growing number of popular web sites and leading Twitter clients***

PASADENA, CA – MAY 24, 2010 – TweetUp, Inc., announced today at the TechCrunch Disrupt Conference in New York that the beta version of its new search engine, designed to showcase the world's best tweeters and enable them to grow a highly targeted following, was going live. TweetUp is a patent-pending platform that combines the popularity, relevance and influence of tweets and tweeters with a bid-based marketplace. Major partners, including leading Twitter search clients, browser and desktop toolbars, and top web sites, will display the results, enabling users to easily find the best tweeters in the world.

"We're really excited to begin serving results from our beta search engine for micro-blogs," said Bill Gross, Founder and CEO of TweetUp. "For most people, finding relevant tweets amid the Twitter fire hose is an impossible task. For serious tweeters, the task of attracting interested and relevant followers is equally daunting. TweetUp will change all of that."

TweetUp has addressed the needs of both users and tweeters in a single search mechanism. In addition to an algorithm that combines a variety of factors to determine relevance, tweeters 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 tweeters to the top of the results of users' searches, and it enables serious tweeters to expand their following quickly and cost-effectively.

"TweetUp is exactly the kind of disruptive development that fits the theme of TechCrunch Disrupt," said Michael Arrington, Editor of TechCrunch. "What makes TweetUp's search results unique is their emphasis on tweeters themselves. While individual tweets are often interesting in the moment, it's the body of a tweeter's work that is most compelling in attracting and retaining followers. By highlighting the bios of the most relevant tweeters corresponding to a search, TweetUp will enable users to quickly find the people they're most interested in following over time."

TweetUp'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; 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, TechCrunch and PopURLs. TechCrunch will begin serving results immediately, and the others will come online over the next week. Together, these clients and web sites will bring TweetUp search results to more than 40 million unique users per month and serve more than 100 million impressions per month.

About TweetUp

TweetUp (www.tweetup.com) is a product of 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 would both improve the relevance of search results and enable a steady revenue stream for publishers. Today, the amount of noise in the Twitter feed is crying out for a similar solution, and TweetUp was formed to provide it. TweetUp is backed by Index Ventures, betaworks, Steve Case's Revolution LLC, First Round Capital, Jason Calacanis and Jeff Jarvis.

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