



FOR IMMEDIATE RELEASE

INTRODUCING VOLLY – MAKE SOCIAL DECISIONS WITH FRIENDS

Volly lets you stop planning and start socializing

SAN FRANCISCO, CALIF. (TECHCRUNCH DISRUPT) – September 28, 2010 – Volly, Inc. announced today the public beta of their new Website, www.vol.ly, which allows users to quickly and easily collaborate with friends to make group decisions. Half group communication platform, half event planning tool, Volly™ is an easy, fun and social way to get together with friends. Whether you're planning a spontaneous get together with a couple of friends, or a larger gathering that includes friends of friends, Volly lets you connect with your friends on the go with only a few taps and streamlines what can normally be a cumbersome process of organizing a get together and deciding where to go.

Starting a "Volly" is simple and easy to do while on the go. The organizer of the event (called the Captain) starts by naming the Volly and proposing the time and place for the event. The Captain invites friends and every player in the Volly has a voice in planning the event and influencing the final group decision. Volly invitations are sent via SMS and those that are not Volly users will receive a message directing them to Volly's mobile site where they can view the details as well as accept/decline an invitation or vote on other ideas.

"We believe we're solving a really important problem plaguing young people every day," said Max Mullen, founder of Volly, Inc. "No matter how you slice it, organizing groups of friends – large or small – is difficult and none of the current planning tools work the way planning in real life works – like a conversation. We built Volly to help young people spend more time socializing and less time planning."

Volly is available today on the Web and coming soon to the Apple iPhone. Come see Volly in the Startup Alley section of TechCrunch Disrupt today, Tuesday, September 28th.

About TechCrunch Disrupt

TechCrunch Disrupt San Francisco (<http://disrupt.techcrunch.com>), is being held Sept 27-29 2010, at the San Francisco Design Center Concourse. TechCrunch Disrupt attracts over 1,500 leading technology innovators and investors and over 150 new startups. The format combines top thought-leader discussions with new product and company launches. Morning executive discussions debate the most timely disruptions in media, advertising and technology. Afternoons host the Startup Battlefield where 25 new companies will launch for the first time on stage, selected to present from more than 500 applications received from around the world. Another 100 early-stage startups will exhibit in Startup Alley. TechCrunch will award a \$50,000 grand prize along with other award recognitions at the conclusion of the conference.

About Volly

Volly was born at Startup Weekend Los Angeles in May, 2010 where it was chosen as the winner of the competition amongst 30 other ideas during the weekend event. Volly is an Idealab company.

<http://www.vol.ly/>

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