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PRESS RELEASE

Introducing IngBoo--The New Way to Interact with Information Updates on the Web

New, Free Online Utility Retrieves the Information You Want without the Email Clutter

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SUNNYVALE, Calif., Apr 27, 2009 (BUSINESS WIRE) -- IngBoo(TM) (www.ingboo.com) today launched a new, free, easy-to-use Internet utility that lets you quickly find

and monitor information that's most important to you. IngBoo allows you to track your concert ticket purchase on Craigslist, the best deal on your next laptop, eBay auctions, personalized job searches, RSS feeds, Twitter updates, YouTube videos as well as local news, weather, traffic, sports scores and more. Delivering this information in a single, clutter-free, constantly refreshed "IngBoo list," the utility ensures you are always receiving the timeliest updates. Additionally, unlike competing utilities, IngBoo is optimized for mobile devices (such as the iPhone, BlackBerry and G1), enabling immediate access to your information on the go.

"IngBoo provides all of the information on the Web that is important to you in glanceable, snackable snippets," said IngBoo Co-Founder and CEO Rikard Kjellberg. "Unlike similar services such as Google Alerts, Trackle and Alerts.com that deliver updates via e-mail, IngBoo updates are experienced in the form of a uniquely-designed list that is accessible on desktops and smartphones."

Using IngBoo is simple. To start, select the information you want to track from either the predefined content catalog or through the site's search function. As topics are selected, IngBoo automatically constructs your IngBoo list in a way that lets you view the incoming data quickly and efficiently.

IngBoo Drives Traffic to Web Publishers

For bloggers, Web publishers and retailers looking to increase site revisits, product sales and audience reach, IngBoo offers a free button that can be placed discreetly on your site, much like the universally-recognized RSS button. However, unlike RSS feeds that require you to jump through hoops in order to subscribe to particular information, the IngBoo button lets you subscribe with just a single mouse click. This means greater exposure and increased sales for many Web retailers and others who depend on traffic to drive revenue.

"In order to better connect with and grow our audience, we evaluated a number of new technologies that would help make our site more 'sticky,'" said Andreas Dharmawan, CEO and Co-founder of Driving-Vacation.com. "While we appreciate all of the versatility RSS has to offer, we know that a lot of our visitors aren't familiar with how to use it. Using IngBoo, our readers can now get site updates with the click of a button."

As an additional benefit, Web publishers who add the IngBoo button to their sites will also receive free access to useful reports and statistics about visitors to their site.

"Research shows that only 12 percent of Internet users receive updates using an RSS reader," said Furkan Khan, President and Co-Founder of IngBoo. "The IngBoo user experience is tailored to those users who may be intimidated by complexity of RSS. As a result, Web publishers who add the IngBoo button to their sites can increase their traffic across the user spectrum, instead of limiting it to those few who use RSS."

About IngBoo

Headquartered in Sunnyvale, California, IngBoo launched its beta product in 2008. An online marketplace for information updates, the "IngBoo list" delivers users the

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most relevant and timely information from any source on the Internet; organizing it in a clutter-free user experience. IngBoo returns control of Web-based information to the consumer, separating relevant information from spam and organizing content in a relevant fashion (patents pending). The name IngBoo is derived from a hybrid of the names of Co-Founder Rikard Kjellberg's parents: Inga and Boo. For more information, visit www.ingboo.com.

Pew Research Center, August 2008

SOURCE: IngBoo

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