GROU.PS

Social Project LLC to Offer Third-Party Publisher Network Transition to GROU.PS Inc.

GROU.PS to Acquire Tagworld.com from Social Project LLC in Transaction

Palo Alto and Santa Monica, CA -- Oct. 13, 2010 -- GROU.PS Inc. today announced that it has agreed to become the preferred partner and host for third-party publishers currently hosted by Social Project LLC, developers of the Flux social media platform. Financial terms of the agreement were not disclosed.

The agreement enables GROU.PS to bolster its position as the leader in the social groupware marketplace. GROU.PS will offer each of Social Project's more than 15,000 third-party publishers on Flux the opportunity to transition to the GROU.PS platform. Under the agreement, GROU.PS has also acquired the social networking site Tagworld.com from Social Project LLC.

Under the agreement, Social Project LLC will retain its rights to Flux, which will continue to power the community tools and functionalities available to the more than 14 million registered users of MTV Networks' online portfolio.

 "We are very excited to offer Social Project's third-party publishers the opportunity to join our network. We aim to make the transition for publishers as smooth as possible, and we look forward to helping them grow and maximize their sites," said Emre Sokullu, founder and CEO of GROU.PS. "As the market continues to grow, we will see further consolidation in this space. Our goal is to make migration from one platform to GROU.PS' a productive activity for online community owners. We're here to make this process easy."

GROU.PS has established itself as a clear leader in platform transitions, with a wide feature-set, rich functionality and flexible architecture. It allows members to match existing platform features, while also adding functionality through additional robust capabilities not offered by other groupware tools. The company has successfully provided transition utilities for Ning, Yahoo Groups, Vox, and phpbb -- which gained GROU.PS an aggregate of 50,000+ networks. GROU.PS is currently used in over 160,000 global networks. As the preferred host for Social Project LLC's third-party publishers, GROU.PS plans to increase their traffic by 15%.

As part of the transition, GROU.PS and Social Project LLC will work together to develop and introduce in Q2 2011 improved APIs and tools that will make it easier for third-party developers to extend GROU.PS networks.

About GROU.PS
GROU.PS is a social groupware platform that allows people to come together and form interactive communities around a shared interest or affiliation. The functionality of any online group is limited only by the members' collective imagination and ambition. The

GROU.PS platform is used to create a wide variety of community sites, including online gaming forums, e-learning classrooms, fan clubs, charity fundraising campaigns, college alumni societies, and event planning portals.

The company is privately held and headquartered in Palo Alto, CA with development offices in Istanbul, Turkey. GROU.PS was founded in 2008 by Emre Sokullu. The site has more than 6.2 million monthly unique visitors worldwide and 7.5 million registered members. The company is backed by Golden Horn Ventures. For more information, visit http://grou.ps

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