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**FOR IMMEDIATE RELEASE**

**Affinity Circles Surpasses 100 Organizations  
Now Offering Members Trusted Social Networks**

***Student Groups, Fraternities, Professional Organizations, Trade Associations and Sports Teams Recognize the Personal and Professional Benefits, and Competitive Advantage, a Secure, Branded Online Community Can Provide***

Mountain View, Calif., April 2, 2007 – Affinity Circles, Inc., the leading provider of trusted social networks for affinity-based organizations, today announced that more than 100 membership organizations, representing more than 12 million members, have adopted its private-label social networking platform to create trusted online communities. Customers include alumni and student groups, fraternities, professional organizations, trade associations and sports teams.

“We have reached an important milestone for the company, and I am extremely proud of our team, our technology platform and our customers,” said Steve Loughlin, president and chief executive officer. “Organizations increasingly recognize the value of creating their own trusted, secure social network for members, rather than sending them to a large public network group. As we move forward, we will continue to leverage our technology, experience and resources to create dynamic online communities that facilitate a variety of high-value transactions, and deliver lasting value to both members and organizations.”

Founded in 2002 by Stanford University students as a secure community in which friends and colleagues could keep in touch, the company now enables millions of trusted connections between students and alumni at leading universities nationwide. They include: Dartmouth, Johns Hopkins University, U.S. Air Force Academy Association

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of Graduates, University of Cincinnati, University of Florida, University of Michigan, University of Santa Clara, University of Southern California, University of Texas, The Wharton Graduate Association. Fraternal organizations include: Delta Delta Delta, Delta Sigma Pi, Pi Kappa Alpha, Sigma Alpha Epsilon and Sigma Chi and more. (For a complete customer list, visit: <http://www.affinitycircles.com/customers>)

"Affinity Circles has come a long way since signing up Stanford as its first customer more than four years ago," said Craig Johnson, managing director of Concept2Company Ventures and chairman of Affinity Circles' board of directors. "Steve Loughlin and his team have earned their success by providing superb service to customers who want a trusted, secure and branded social networking solution for their members. I expect many more organizations will soon realize the competitive advantage and high member satisfaction that an affinity circle can provide."

In February the company launched an online community for the Portland Trail Blazers. The site, [iamatrailblazersfan.com](http://iamatrailblazersfan.com), represents the first official social network for a professional basketball team. It has already attracted more than 3,500 fans, surpassing all expectations.

Last month the company announced that several professional organizations are also creating affinity circles for their members, including the Asia America MultiTechnology Association (AAMA), Committee of 100 (C100), Korea Information Technology Network (KIN) and the 80,000 member State Bar of Texas. By creating communities around their members' shared passions, professions or experiences, each group hopes to foster more personalized and meaningful interactions, viral growth and sustained levels of engagement.

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### **About Affinity Circles**

Affinity Circles is the leading provider of trusted social networks for affinity-based organizations. Today more than 100 organizations, including alumni and student groups, fraternities, professional associations and sports teams, have selected the company's hosted social networking platform to enable their members to build and maintain personal and professional connections in dynamic, trusted online communities. For more information, visit [www.affinitycircles.com](http://www.affinitycircles.com).

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