

FOR IMMEDIATE RELEASE



**Affinity Circles and 123Signup Partner to
Deliver Integrated Event and Member Management Services
for Trusted Social Networks**

Mountain View and San Jose, Calif. – May 31, 2007 - Affinity Circles, Inc., the leading provider of trusted social networks for affinity-based organizations, and 123Signup, a leading provider of Web-based event and member management solutions, today announced that the companies have partnered to create an integrated version of their products. Effective immediately, 123Signup will begin offering its customers, which includes more than 900 membership organizations, a trusted social networking platform in which they can easily manage membership and event registration services.

The first organization to leverage the companies' integrated solution is the Asia America MultiTechnology Association (AAMA), which plans to launch its online community next month. Designed to promote the success of the Asia America region's technology enterprises, this group operates with a small staff, but manages countless events, activities and administrative duties for more than 10,000 members each year. Using a single solution will enable AAMA to manage and automate a variety of front and back-office tasks from within their online community, including event marketing, payment collection, registration and membership renewal, database management and more.

“As our customers look for ways to broaden the reach of the events and programs they offer, many are turning to social networks as an effective way to connect and share these activities with members,” said K.J. Jeyarasasingam, chief executive officer of 123Signup. “By integrating our hosted solution with Affinity Circles platform, we can deliver a proven solution that has been designed for organization use, and is easy for our customers to deploy and manage. Best of all, when a member's online experience is positive, engaging and productive, it reflects well on the organization overall.”

123Signup provides comprehensive, Web-based capabilities that transform the way events and member organizations are managed. Organizations using these tools report success doing more events with less staff, collecting payments faster, providing better member services and increasing subscribers. Affinity Circles private-label social networking platform is currently in use by more than 100 organizations that are creating trusted, secure and branded online communities for their members.

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“We are proud to be partnering with 123Signup, and impressed by the company’s unwavering commitment to helping its customers make the most effective use of their online experience,” said Steve Loughlin, president and chief executive officer of Affinity Circles. “By integrating our products, we are able to reach more organizations with the tools they need to drive engagement and build vibrant online communities.”

About 123Signup

123Signup is the leading provider of full-featured and fully integrated online membership management, event registration, email marketing and payment collection services.

123Signup services integrate seamlessly with an organization's back-end operations and its Web site. Founded in 1999, 123Signup serves more than 900 organizations, including professional associations, alumni groups and small businesses. For more information, visit www.123signup.com.

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.

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