



**FOR IMMEDIATE RELEASE**

**Affinity Circles Appoints Chuck Taylor as Vice President of Marketing**

*Taylor to Lead Company's Expansion into New Vertical Markets and the Development of Value-Added Community Services*

Mountain View, Calif. -- January 26, 2007 – Affinity Circles, Inc., the leading provider of trusted social networks for membership organizations, today announced the appointment of Chuck Taylor to the position of vice president of marketing. Previously, he served as director of product marketing for Yahoo! HotJobs, a leader in the online recruitment advertising market. He will report directly to Steve Loughlin, president and chief executive officer of Affinity Circles.

Taylor will lead Affinity Circles' expansion into new vertical markets, targeting trade, fraternal and ethnic-based professional associations. With experience in creating value for both organizations and end users, he will guide the development and marketing of value-added community services. In his new position, Taylor will be responsible for all marketing functions, including corporate communications, brand marketing, field marketing, product marketing and strategic partnership marketing efforts.

“Through his experience at Yahoo! Hot Jobs, Chuck served both advertisers and end users, helping them connect and find common value,” said Loughlin. “His operational experience, together with a history of marketing consumer Internet services, provides him with the skills and expertise necessary to help us take our marketing efforts to the next level.”

Taylor brings more than 15 years of industry experience to his new role, which includes developing new business models, identifying new market opportunities and driving

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consumer-centric product development practices. While at Yahoo! HotJobs, he led a team focused on launch of products for job seekers, recruiters and business partners. Before Yahoo! Hot Jobs, he worked as a product manager for Progressive Insurance, as a management consultant for Bain & Co., and as an operations manager for Procter & Gamble.

“Social networking and Web 2.0 technologies enable consumers to form valuable personal and professional connections,” said Taylor. “Trusted social networks take this one step further by creating a secure environment where individual members of affinity-based groups can form trusted connections with fellow members and the organizations that serve them. By offering value-added services such as recruitment advertising, Affinity Circles can empower individual users to help each other, while creating a unique and valuable referral-marketing tool for employers who desire to tap into these highly targeted and interactive communities.”

Taylor earned his Bachelor of Science and Master of Engineering degrees in Operations Research and Industrial Engineering from Cornell University, and his Master of Business Administration from Harvard Business School.

### **About Affinity Circles**

Affinity Circles, previously known as Affinity Engines, is the leading provider of trusted social networks for membership organizations. Today more than 80 organizations, including alumni and student groups, professional trade 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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**Media Contact:**

Carleen LeVasseur

Affinity Circles Public Relations

408-264-6767

carleen@affinitycircles.com