



FOR IMMEDIATE RELEASE

Affinity Circles Appoints J.R. Becko Vice President, Sales and Client Services

MOUNTAIN VIEW, Calif., November 3, 2006 – Affinity Circles, Inc., the leading provider of trusted social networks for membership organizations, today announced that J.R. Becko has joined the company as vice president, sales and client services. Mr. Becko is responsible for overseeing continued growth in Affinity Circles existing markets, expanding to include new membership organizations and working closely with customers to develop and maintain trusted online communities.

Prior to joining Affinity Circles, Mr. Becko served as vice president of sales for NextWeb, a Covad Communications Company. He will report directly to Steve Loughlin, president and chief executive officer of the company.

“J.R. brings a wealth of talent and experience to his new role, with a proven track record in sales, a passion for technology and a strong entrepreneurial spirit,” said Mr. Loughlin. “Over the last four years, we have successfully built a solid technology platform, worked closely with customers to create online communities that deliver real value, and put a management team in place that can take us to the next level. We are excited about the opportunities that lie ahead, and believe the company is well positioned for continued growth.”

Mr. Becko spent the last several years in the wireless broadband industry. As a member of the senior team at NextWeb, he made significant contributions to the rapid growth and expansion of its fixed wireless network. He helped the company become one of the largest wireless Internet service providers in the U.S. by managing strategic channel partnerships, growing the sales force and overseeing thousands of new corporate

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accounts. Prior to its merger with NextWeb, he served as vice president of sales at SkyPipeline, a business broadband provider. He also worked in the venture capital community early in his career, conducting research on early-stage high technology companies. Mr. Becko earned his Bachelor of Arts degree in Business Economics at the University of California at Santa Barbara.

“I was very fortunate to be a part of a rapidly growing technology company early in my career, and believe that experience will be invaluable as we pursue aggressive growth plans in the coming year,” commented Mr. Becko. “As the appeal of social networking continues to grow, many groups are opting to create private online communities for their members. By doing so, they can put the right mix of features in place to serve their needs, and create a online experience in which members can communicate, connect and share valuable services risk-free.”

About Affinity Circles

Affinity Circles, previously known as Affinity Engines, is the leading provider of trusted social networks for membership groups. Today more than 60 alumni and student organizations at universities nationwide use the company’s hosted social network platform to enable 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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