



FOR IMMEDIATE RELEASE

Affinity Circles and Real Magnet Partner to Deliver Email Broadcast Capabilities to Professional and Education Organizations

Alliance Kicks off Affinity Circles Partner Program Aimed at Best-in-Class Solution Providers

Mountain View, Calif. and Bethesda, Md. – May 9, 2007 – Affinity Circles, Inc., the leading provider of trusted social networks for affinity-based organizations, and Real Magnet, LLC, creator of MagnetMail, an integrated email, RSS and fax platform used by hundreds of professional organizations, today announced an agreement to incorporate and co-market the companies' products. Beginning in June, Affinity Circles' social networking customers will have seamless access to MagnetMail's enterprise-class email capabilities to create, manage and track member and marketing campaigns.

Real Magnet is the first technology provider to support Affinity Circles' new Partner Program, designed to attract best-in-class solution providers. To participate in the program, companies integrate with Affinity Circles' APIs and web service plug-ins to deliver products and services that encourage member engagement in an organization's trusted social network.

“By partnering with best-in-class solution providers like Real Magnet, we are extending our platform to incorporate the products and services our customers need most to drive engagement and build dynamic online communities,” said Steve Loughlin, president and chief executive officer at Affinity Circles. “Real Magnet has spent years working with professional and education organizations, understands their needs and provides powerful capabilities that complement our social networking platform.”

MagnetMail is a comprehensive, easy-to-use application used by nearly 800 organizations to generate marketing campaigns. Affinity Circles' networks will benefit from integrated email, RSS and fax messaging, optimized deliverability and real-time reporting. Magnet Mail will also empower customers with full survey, form and event management capabilities.

(more)

“Social networking and email are the dominant forms of online communication, and the integration of the two is a logical next step,” said Tom Pines, president of Real Magnet. “Hundreds of progressive organizations will benefit from having an interactive social network that includes a feature-rich marketing solution to enhance constituent communication and increase participation.”

About Real Magnet (www.realmagnet.com)

Real Magnet is an application development firm with an expertise in email technology and deliverability. Nearly 800 organizations use MagnetMail, its flagship email broadcast product, to communicate with customers and prospects. Real Magnet also is the developer of EmailExam, an email deliverability testing and monitoring tool that identifies deliverability problems before messages are sent. The company is based in Bethesda, Md., and was founded in May 2000.

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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