

openBC hits the 1 million member mark

Hamburg - January 31, 2006 - openBC, the foremost online networking platform in Europe and Asia for professional and secure contact management, today announced that it has broken through the 1-million-member barrier. This milestone marks the rapid rise of openBC to a powerful networking tool with mass global appeal. Its range of effective networking features and technologies is attracting enormous numbers of diverse business professionals, as they recognize the added value that openBC offers over other online platforms. Launched in November 2003, openBC continues to grow at an exponential rate, with thousands of new members from all countries of the world joining the network every day.

Lars Hinrichs, founder and CEO of openBC, is thrilled: "The fact that the openBC network has reached seven figures is fantastic news for openBC and all of its members. Every time a new member joins the openBC platform, the power and dynamism of our online networking community grows, thus the potential to connect, exchange and do business with trusted partners around the globe increases. openBC is a dynamic, vital business community rather than a database full of defunct profiles."

openBC's target is clear: the business networking platform has set its sights on having 10 million members using openBC technology by 2007 and all the signs indicate that this global expansion target is well within reach. In the past six months alone, openBC members have sent out more than 1 million invitations for others to join the openBC community – a testament to member satisfaction and a key indicator of openBC's successful business model and networking philosophy. The secret behind openBC's popularity can be found in the level of networking activity on the platform. With up to 15,000 users online at any one time and a total of 150 million page impressions generated every month, it is clear that members take full advantage of their access to the openBC global business community, and exploit the unique range of networking features available to enhance and streamline their own personal networks.

Open, secure & glocal: the winning philosophy for 1 million users

Members recognize the value of the open and secure networking ethos on the platform when it comes to building a

strong element of trust so crucial in business relationships. But members also value the opportunity to control their own level of privacy. And whilst global business relations continue to grow in significance, openBC recognizes that most business deals are still conducted locally. That's why the openBC platform is available in 16 languages, allowing members to network and conduct business development on an international basis, as well as in purely local markets.

Added-value networking

In terms of the number of searches carried out per month, openBC is the international frontrunner: members conduct more than 17 million searches on the site every month – more than on any other online business platform. The 2,500 openBC groups are equally popular, with members posting up to 100,000 articles a month where they share information and exchange insights with industry experts. The dynamism of the platform is not just confined to cyberspace either, with members organizing thousands of public events via openBC every month, where they can network with existing and new business contacts on a real-life, personal level.

About openBC - openBC is the foremost online networking platform in Europe and Asia for professional and secure contact management. The platform's stringent security and anti-misconduct measures ensure safe networking, contact management and encrypted messaging. The Open Business Club's innovative networking and communication technologies are available in 16 languages, including English, Spanish, French, Dutch, Russian, Japanese and Chinese. With members in over 200 countries, openBC offers a truly global reach.

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