

## openBC introduces contact tagging

Hamburg – July 25, 2006 – openBC today unveiled a new contact tagging system that enables openBC members to assign tags to their individual personal contacts. Tags can categorize contacts and can be used for keyword search, providing users with a more convenient way to organize their openBC contact list and easily locate people within their personal network.

Tagging is a more powerful contact management tool than ordinary categorization because users may add as many tags to a single contact as they wish. For instance, if a contact is a colleague, a good friend and a golf partner, they can be tagged with all three of these labels. Because there are no prescribed tags on openBC, members can choose their own words to label contacts and distinguish between different groups in their contact list.

“The average openBC member has an average of 50 confirmed contacts in their network, plus the size of personal contact lists has risen by as much as 300% in some countries in the past year,” said Lars Hinrichs, CEO and founder of openBC. “To better manage their burgeoning contact lists, our members needed a simple way to classify contacts for different purposes and contexts.”

Tags on openBC can be assigned when adding or confirming a personal contact, or by clicking on the contact pages of already confirmed contacts. All tags that a member assigns to their contacts on openBC are only visible to that individual user. The tagging feature is available for all members.

About openBC - openBC is the world's largest open online community for professional networking. 1.5 million networkers around the globe use openBC to deepen their professional relationships across all industries and expand their network. openBC enables its active members to discover interesting contacts and new business opportunities, as well as maintaining their professional contacts. The most varied cultures from around the world – united by the 16 languages available on openBC – together with the community's open networking philosophy, create a unique environment for enhancing the success of each and every openBC member. [www.openbc.com](http://www.openbc.com)

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