

openBC announces Jury for openDESIGN Competition: Tech and Design Luminaries to Judge Entries for openBC re-Design Competition

Hamburg – August 7, 2006 – openBC (www.openbc.com), the world's largest open networking platform for professionals, today announced its panel of judges for its openDESIGN competition, in which the online community is challenged to submit new designs for the openBC personal profile page.

The jury members include world-recognized experts from the fields of web development, design and branding:

Michael Arrington is a serial entrepreneur, journalist, blogger, senior editor of TechCrunch and owner of the well-known TechCrunch network of blog and podcasting sites. He is also a founder of edgeio and a member of the edgeio board of directors. Michael currently consults with several other companies on business development and marketing strategies.

Chris Shipley is a leading technology and product analyst. Best known as the executive producer of the DEMO Conferences for IDG Executive Forums, Chris has helped technology companies bring more than 1,000 new products to market since 1996. She is also a founding partner and editorial director in Guidewire Group, and has been ranked amongst "Top 10 Minds in Small Business" by Fortune Small Business Magazine. Chris is currently authoring a book on the social impact of technology-driven change.

Cal Henderson is an engineering manager for the photosharing service Flickr, a Yahoo! Company, and the author of "Building Scalable Websites", published by O'Reilly Media Inc. Previously, he was the technical director of special web projects at Emap, a UK media company.

Thomas Gad is founder of Brandflight, working on brand development, communication and advertising for such global companies as Nokia, SAS, Procter & Gamble, Compaq, and Microsoft. Thomas' unique method of creating, transforming, and maintaining brands has been highlighted in the book "4-D Branding". Prior to Brandflight, he was international creative director at Grey Advertising for 17 years. His latest book is "Managing Brand Me — How to Build Your Personal Brand".

Design talents from around the world can sign up on the openDESIGN site at <http://opendesign.openbc.com>. The winning design, as selected by the judges and the openBC community, will earn its creator €10,000 (or 13,000 USD) and the opportunity to work with openBC to integrate their ideas into the overall site re-launch.

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

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