

## Introducing PremiumWorld at openBC openBC is First Business Network to Offer Specially-Negotiated “Members Only” Pricing for Such Professional Needs as Travel and Financial Services

Hamburg – September 11, 2006 – openBC ([www.openbc.com](http://www.openbc.com)), the world’s largest truly global networking platform for professionals, today announced the launch of PremiumWorld, a brand new benefit program providing specially-negotiated “openBC rates” for Premium Members.

From travel, communication and business tools to financial services, openBC is partnering with leading global and regional corporations in select business categories to provide members with unique “business class” privileges and product/service offers. The current range of offerings can be found at [www.openbc.com/premiumworld](http://www.openbc.com/premiumworld).

“This new dimension to openBC offers clear added value for the professional lives of our Premium Members,” says Lars Hinrichs, Founder and CEO of openBC. “All partners have been selected for the quality and relevance of their products and services to our member base, which we know will make openBC Premium Membership even more attractive to professionals.”

openBC does not gain financially from the new PremiumWorld partner listings. Instead, the program leverages the value of the openBC community to secure the best deals possible, giving members special rates for professional products and services that are typically only available to employees in large corporations. Members select the privileges in PremiumWorld they find most interesting and are automatically forwarded to the partner Web site to redeem the respective offer. All partners will also advocate openBC within their own customer base as the leading networking platform for professionals.

The launch partners for the PremiumWorld include American Express, BMW, CeBIT, Financial Times, Lenovo and Radisson SAS Hotels & Resorts.

PremiumWorld will evolve quickly in the coming months to include new high-profile partners joining the program, offering the most comprehensive range of global and local market premiums.

Explore PremiumWorld. Visit [www.openbc.com/premiumworld](http://www.openbc.com/premiumworld)

About openBC - openBC is the world's largest truly global online community for professional networking. Over 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. <http://www.openbc.com>

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