

Press Release
29/07/2008

Press release:XING welcomes cember.net members

Users of the Turkish platform successfully integrated into the XING network

Hamburg / Istanbul, 29 July 2008 – XING AG, the European market leader for business networking, has successfully completed the migration of members from the Turkish network cember.net to the XING platform (www.xing.com). They now make up part of the international XING community, where they can use all the features and services they enjoyed on cember.net, as well as benefiting from additional XING functionality and enhanced performance. Access to the more than 6 million business professionals from over 190 countries also unleashes a great deal of potential for the new Turkish-speaking members with respect to international networking and career opportunities.

XING AG acquired a majority stake in its Turkey-based competitor cember.net in January 2008. The high compatibility level of both platforms, both business models and members has played a crucial role in the success of the migration. Mr. Hakan Gönenli, Country Manager Turkey at XING AG, who oversaw the consolidation of the two platforms together with the former cember.net management team, is excited about the future of the platform in the Turkish market: "My team and I will be doing our utmost from our Turkey Office to ensure that all the new members feel at home from XING. I am convinced that they will quickly come to value the XING platform as a diverse business tool for daily use." The cember.net job portal has been migrated to XING Marketplace, where it will be developed and expanded further: Anyone wishing to post advertisements on cember.net can now publish their offers on XING Marketplace for free until 31 October 2008.

No other network in the world has so much experience in the migration of platforms – with cember.net marking the third migration process to be realized by XING AG. The company has positioned itself as an active market consolidator with the acquisition and integration of three competitors within a short period of time.

About XING:

XING is the leading network for business contacts in Europe. Far more than a directory of business contacts, XING makes your professional network an active part of your life, enabling members to discover professional people, opportunities and privileges through its unique discovery capability and advanced contact management tools. With the successful IPO of XING as the first Web 2.0 company to go public, XING AG has had a long-term impact on the social networking trend amongst professionals. By focusing on the target group 'business people worldwide', the company is able to offer tailored features, thereby making networking and contact management simpler. Besides Headquarters in Hamburg, XING AG is also represented with offices in Barcelona, Istanbul and Beijing.

For further information:

XING AG
info@xing.com

Visit us:
www.xing.com

XING. Powering Relationships.