

---

## Printview

23.09.08

### Press release: **XING launches major UK marketing campaign: “Start Networking, not just Linkin’ ”**

Hamburg/London, September 23, 2008 - XING ([www.xing.com](http://www.xing.com)), Europe's leading online business network, is launching its first major marketing campaign in the UK. The campaign - “Start networking not just Linkin’ ” - focuses on the business-building benefits of active professional networking.

XING has over six million active members worldwide including more than half a million paying subscribers. Importantly, XING's members spend more time using the site to generate business than members of rival sites.

From this week, over 400 XING billboards will be on display in some of London's busiest Underground stations including Oxford Circus, Victoria, Waterloo, Bank, Canary Wharf , Liverpool Street etc. Additionally, from this week there will be advertisements in the Metro newspaper, which is distributed to 1.3 million commuters a day. XING has also launched a significant online marketing campaign. The display advertising campaign will feature on websites such as The Guardian, The Times, Sky News, Reuters and MSN Hotmail. Search Engine Marketing and a “Network Value calculator” ([www.mynetworkvalue.com](http://www.mynetworkvalue.com)) round off the campaign.

Ralf Ahamer, Vice President Marketing at XING AG, comments:

“XING helps individuals and companies successfully leverage their business through professional networking. Our members make active use of the XING platform and this is the key to our success. The UK is one of the most interesting markets for us to grow internationally. We already have an active nucleus of members from the UK and are keen to expand on this.”

XING will be launching a promotion for members in the UK and Ireland during the campaign. Any XING member who invites a friend from the UK or Ireland to sign up will receive one free month of Premium Membership. The promotion runs until 31 October.

The company is a sponsor at this year's ad:tech conference in London on 24th and 25th September.

#### **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.

**XING. Powering Relationships.**