

BLUE DOT CONTINUES TO CHANGE THE WAY PEOPLE SHARE WITH FRIENDS Social Discovery® site adds new features to enhance social interaction and social search

SEATTLE – September 14, 2006 – Blue Dot Inc., a Seattle-based company that recently launched a new Web site for Social Discovery® (www.bluedot.us), announces several new features that continue to change the way people share with friends and encourage further social interaction between users. New features include personal messaging, improved social search, and compatibility with other social networking sites like MySpace, Facebook and Friendster. With 80,000 unique visitors in August, Blue Dot lets users easily find, save and share Web content with their friends, and ultimately discover and learn new things about one another.

Blue Dot, which has nearly tripled its user base since the launch, says the new features were added as a response to user feedback and also fits into their long term strategy to be the best way for people to share information. These features, which make the site easier, more fun, and even safer to use, enhance:

- **Social interaction** – Blue Dot users can now send personal messages to any user, increasing social interaction on the site. They can also see if they have received any new comments, messages or friend requests since a previous log-in.
- **Social search** – Blue Dot is the only place on the Web to search the minds of friends. Users can find high quality, filtered Web content and trusted recommendations by searching through their friends “Dots” (personalized links to Web pages). As users continue to create growing collections of Dots, a navigation feature has been enhanced to make performing a search even easier. Blue Dot users can choose a subject – anything from digital cameras to movies to restaurants – and find relevant, trusted information.
- **Compatibility with other social networking sites** – Blue Dot is now compatible with sites like MySpace, Facebook and Friendster. Blue Dot users who also use one of those social networking sites can display Blue Dot content on their page which is updated regularly to include the user’s most recent Dots. This gives users an easy way to keep their pages fresh with very little effort.
- **User Privacy** – Each time a user creates a new Dot, they have the option to keep it private, share it with a specific group or share it with the entire Blue Dot community. Users can now see who each Dot has been shared with in the Dot display bar.

“Every time I create a Dot, I now know it is being distributed to everyone in my extended social network, no matter what site they are using,” says co-founder, Mohit Srivastava.

“This release is exciting for us because we believe sharing interesting Web content is so inherently social and these features help bolster that concept by making discussions and socializing on Blue Dot even easier,” says Kabir Shahani, the Dot Connector at Blue Dot. “As our user base grows, we will continue to listen to our users and create new features accordingly.”

ABOUT BLUE DOT

Founded in October 2004, Blue Dot, Inc., is a Seattle-based company whose mission is to help people stay connected with their friends, wherever they are, whenever they want. Through a new type of communication described as Social Discovery®, Blue Dot’s free Web site allows users to find, save and share interesting Web content with friends and family. The company’s technology lets users quickly communicate and share information on a wide range of topics in a way that can be easily incorporated into their daily activities. Blue Dot is led by an experienced group of developers formerly from local technology companies including Microsoft® and Amazon.com®. To learn more about Blue Dot, please visit www.bluedot.us.

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