News Release

For more information:

Shannon Titus	Shelli Ryan
Director of Corporate Marketing	Ad Hoc Communication Resources
415.762.4951	702.567.1115
stitus@keibitech.com	shelli@adhoccr.com

SONEX: Social Networking Exchange Conference
Presents Best Practices in Social Media

*Leading Companies and Thought Leaders Share Current Insights and Latest Trends in the
Exploding Social Media Industry*

SAN FRANCISCO—(August 11, 2008)—Keibi Technologies, the leader in moderation solutions for user generated content (UGC), has announced the availability of proceedings from the successful SONEX, Social Networking Exchange conference recently held in Silicon Valley and co-sponsored by Keibi and RightNow Technologies. This event brought together industry luminaries and corporate leaders to share the latest best practices in social media.

"With traditional, one way communications such as radio and television losing ground against the new wave of real time, interactive social media, companies need to understand how this revolution will change the way that they do business in order to stay competitive," said Paul Gillin, author of "The New Influencers: A Marketer's Guide to the New Social Media" and speaker at SONEX.

Methodologies for enforcing terms of service were also included in the SONEX agenda.   Utilizing powerful, sophisticated technology solutions to empower human moderation teams was presented as the key to successful enforcement of a publisher's terms of service. "Technology such as the Keibi Moderation Suite™ increases efficiency, accuracy, and accountability when enforcing terms of service, which translates to better member experiences and more value to brand advertisers," said Paul Remer, SONEX speaker and CEO of Keibi Technologies.

"With legal precedents still being set, companies need to know the latest legal best practices to protect themselves and their customers and members," said Rochelle D. Alpert, SONEX speaker and partner at law firm, Morgan Lewis & Bockius. "The potential risks to publishers that don't thoroughly enforce their terms of service are high, so knowing the current legal landscape around social media as well as the legal requirements publishers must adhere to are critical to the lives of their businesses."

Relevant topics covered at SONEX included:
- Legal Trends Under the Communications Decency Act and Digital Millennium Copyright Act;
- UGC Moderation to Protect Members and Build Partner Relationships;
- Safety Best Practices to Attract and Retain Members; and
- Member Care and Feedback Maintenance

Companies lending to the SONEX exchange included Digg, Electronic Arts, Photobucket, PC World/Mac World, PHD/Omnicom, and Piczo, among others.

Availability
SONEX: Social Networking Exchange proceedings are free and available by visiting www.keibitech.com/sonex.

About Keibi
Keibi Technologies provides solutions and services for the moderation and classification of user generated content, allowing our customers to safely leverage and better monetize this fast growing medium. The Keibi Moderation Solution allows publishers, ad networks, and social media platforms to protect their members, advertisers, and their own brands by quickly identifying and removing content that violates a community's terms of service. These capabilities are offered both as a hosted solution for use by moderation and customer service teams and as a turn-key service for those companies who would like to completely outsource the moderation effort. For more information, visit www.keibitech.com.

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