



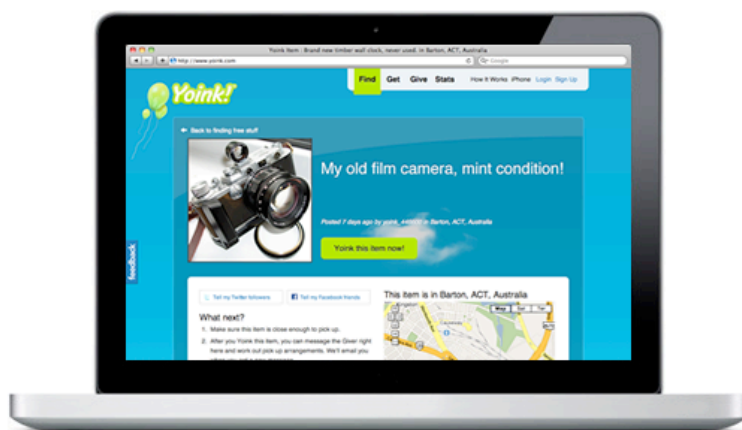
## TECH STARTUP THINKS YOUR NEIGHBORS ARE MORE GENEROUS THAN YOU

**CANBERRA—February 9, 2010—Tech startup Bonobo today launched *Yoink*, a free online service to facilitate the worldwide reuse of everyday items that measures your generosity at the same time.**

The new website and iPhone application is like *eBay* with a big twist: everything must be free, locally picked up and there is no bidding - the first person to “Yoink” an item from someone wins it instantly. People, cities and countries are ranked on a worldwide scoreboard determining who is the most generous at giving items away.

"We made Yoink so that it only takes 30 seconds to either give something away or find free stuff from people near you," said Ben Hamey, Bonobo's co-founder. "Grab something you don't need anymore, put it on Yoink and its available for anyone in your community."

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Get giving now at [www.yoink.com](http://www.yoink.com)



Free on iTunes.



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Getting free items is simplified by technology that identifies the nearest available items from your current location. Things already listed include televisions, clothes, mobile phones, satellite dishes and even free range eggs. The locations have been equally diverse with initial members already from the USA, Canada, Australia and Macedonia.

Jordan Prosser from Melbourne was one of the first to discover Yoink, "I have loads of stuff filling my cupboards and selling is either a hassle or sometimes not really appropriate. It's better off being used by someone else than just ending up at the tip."

Reuse extends the lifetime of consumer products to save energy, materials and money. Research conducted by Bonobo found that while most people loved the idea of reuse, the time necessary to commit to existing methods was a barrier. Yoink solves this by making the entire process of giving something away as simple as updating a Facebook or Twitter status.

Yoink is available free at [www.yoink.com](http://www.yoink.com) and on the [iPhone App Store](#).

Bonobo is a self-funded technology startup that creates compelling web and mobile products.

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**Press Contact**

Ben Hamey

Co-Founder, Bonobo

[ben@bonobolabs.com](mailto:ben@bonobolabs.com)

+61 422 926 794

Skype: ben.hamey

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