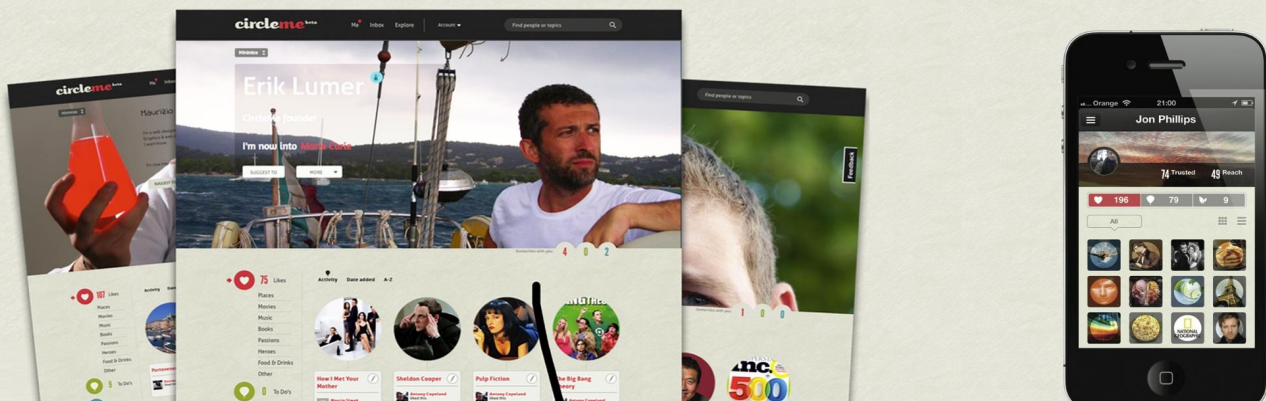




CircleMe Launch Press Kit

15th March 2012



1 BACKGROUND INFO

Cascaad - the company behind CircleMe - is pioneering a new breed of technologies and consumer products that aim to provide a leap forward in our ability to discover relevant information both online and in the surrounding physical world. The brainchild of Erik Lumer, a former researcher (Xerox Parc, Stanford) turned serial entrepreneur, Cascaad was founded in late 2008 and it has assembled a top-class team of eleven, based in London (UK) and Milan (Italy). The company has raised \$2.5 Mln from Innogest Capital.

CircleMe, the social networks based on what you like, has been in closed beta on the web for the past six months. With the open launch and release of its mobile app for iPhone on March 15th, CircleMe is breaking new grounds in the ambient discovery of interesting things nearby.



2 ABOUT THE MANAGEMENT

Erik Lumer

He is the founder and Executive Chairman of CircleMe, an innovative web and mobile social discovery platform based on what people like.

Erik also co-founded and was CEO of Internet TV pioneer Babelgum. Before catching the entrepreneurial bug, he spent nearly a decade doing pioneering research in Internet mathematics and Computational Neuroscience at leading institutions including as a research faculty at University College London, at the Neurosciences Institute (working with Nobel laureate Gerald Edelman), at Xerox Parc and at Stanford University, where he received a PhD.

Erik has served as a board director and advisor to a number of early stage tech companies in the UK, Italy and Israel.

Linkedin Profile

<http://www.linkedin.com/pub/erik-lumer/0/197/112>

Giuseppe D'Antonio

He is the CEO of CircleMe

He has over 13 years of experience in the Computer Software and the Internet industries working on products and services which have a positive impact on society, like Google, where he worked as Strategic Partnerships and BizDev Manager. Giuseppe holds an MBA from INSEAD.

Currently, Giuseppe is a Director on the Board at Beintoo, an innovative platform for apps integration and monetization that was the winner of LeWeb's Startup competition last month in Paris. Giuseppe is also the CEO of CircleMe, an innovative platform that allows users to manage all their true likes in life, discover new passions and like-minded people.

Giuseppe has an interest in collaborating with local universities on higher education institutions, and partners with the University of Milan, teaching a course on Digital Communication. As a hobby, Giuseppe is part of an amatorial theatre company and has performed in several shows for the past years.

Linkedin Profile

<http://www.linkedin.com/in/giuseppedantonio>



What is CircleMe?

CircleMe is an innovative social way to collect all the things you love and discover new ones. With CircleMe, people can get inspired to *connect more deeply with the things they love* and discover new interests *through smart serendipity*.

Rather than catching dust, the likes users “shelve” on CircleMe help them connect with like-minded people, track related news and trade curated recommendations and future plans with their social circles.

Firstly, the service lets you import your favorites from other services, add or remove items from your library, and feature all your interests in a visually compelling way.

After collecting all your likes, CircleMe allows you to engage with any of your interests by learning more about them, tracking conversations related to them, or creating ‘to dos’ for any of your potential passions.

By being a social features-rich platform, CircleMe can also help users get ‘connected’ with like-minded people, which fosters both the deepening of any expressed interest, or the discovery of new ones.

From today, CircleMe is also available as an iPhone app. so that users can always carry with them their ‘interests’ and also take advantage of the system to experience location-based serendipic discovery.

The concept behind

We think that life is much more enjoyable if it can be personal, and if any of us can engage with the things, events and people we truly like. Life is too short to be exposed to things we do not care about (and the web can be full of them!).

Furthermore, we believe that “connections” between people are ‘elastic’ and not ‘binary’. Relationships between people change with time and they are also modulated by the things we have in common.

CircleMe helps surface those implicit and often time-sensitive relationships, so you can engage in a more meaningful way with like-minded people and interests, whether known or waiting to be discovered by you.

Furthermore, CircleMe Mobile helps you discover new interests and passions when you least expect them, but when most appropriate as related to a location you are passing by at a specific moment.



Why would I use it?

Have you ever wanted to share a good movie, book or event with a friend of yours because you knew he or she would appreciate it? Did it ever happen that you couldn't recall that great restaurant where you once had dinner while visiting New York City? Would you love to know when your favorite rock band is coming to town for their new tour concert? Would you like to discover that an intriguing person sitting next to you in a bar happens to have similar likes?

If you answered "yes" to any of these questions, CircleMe is for you!

Furthermore, imagine walking by a park, and receiving a special note from your boyfriend/girlfriend who left for you there a 'treat' (e.g., the perfect song to listen to when there). Imagine walking into a bookstore and getting an immediate suggestion from your friend on what should be your next must-read book. Imagine just discovering these little tips on new interests and passions depending on where you are.

CircleMe is for all life occasions in which you want to focus on your passions, or are curious to discover new ones. Use it to manage your history of things, places, people and events you liked. Use it to share good stuff with your buddies. Use it to keep updated on your favorite things. Use it to find people who would join you for a special event. Just use it to discover new passions in life!



4 SPECIFIC CIRCLEME FEATURES

Activity Stream (*Activity*): It shows the activities related to the things you are passionate about as well as that activity of your trusted friends.

User Profiles (*"Me" page*): User's profile page allows users to express themselves by displaying in a visually stunning way all the things they are passionate about as well as showing To Do's, Trusted Friends and Plants are visually showed.

Item Discovery (*Explore*): Allows users to discover new items based on what is trending and popular on CircleMe as well as from people they trust.

User Discovery (*Who to trust*): Allows users to find like-minded people on CircleMe

Engagement with Passions (*Item pages*): Item pages allow users to engage with their passions and like-minded peers by sharing and reading stories, views, images and comments.

Influence Measurement (*Reach score*): Measures how you influence other people's tastes on CircleMe taking into account the likes and to do's that are inspired by your own likes, the suggestions you make, the upvoted stories, the views that you post and the level of trust you receive.

Exclusive to the CircleMe iPhone app

Besides allowing users to take their CircleMe experience on the go, the CircleMe app contains the following exclusive feature

Item Geo-Tagging (*Plants*): Users of the app will be able to 'plant' around town any item they chose (e.g. a song, a book, a movie, a venue, a famous person) along with an associated message for others to enjoy. People can then actively explore what has been publicly planted near them.



5 PAST PRESS COVERAGE

News about CircleMe and interviews with its founder and CEO can be found in some of the most prominent publications of different countries:

- **Mashable:** CircleMe is a social network that connects you to yourself
<http://mashable.com/2011/10/12/circleme/>
- **The Next Web:** CircleMe: A Social network based on your likes
<http://thenextweb.com/apps/2011/10/04/circleme-a-social-network-based-on-your-likes/>
- **GigaOm:** Can Italy's CircleMe outflank recommendation rivals?
<http://gigaom.com/2011/12/21/can-italys-circleme-outflank-recommendation-rivals/>
- **PSFK:** Social Network 'CircleMe' Lets You Track And Engage With Your Likes
<http://www.psfk.com/2011/10/social-network-circleme-lets-you-track-and-engage-with-your-likes.html>

Italy

- **Wired:** CircleMe, la piattaforma italiana che rivela cosa ti può piacere
<http://italianvalley.wired.it/news/2011/06/27/circle-me.html?page=1>
- **La Stampa:** Arriva CircleMe, il social network che gioca con i Like
http://www.lastampa.it/_web/cmstp/tmplrubriche/tecnologia/grubrica.asp?ID_blog=30&ID_articolo=9583&ID_sezione=38
- **Comunita digitali:** Ospiti a cena: CircleMe, le cerchie del piacere. Lo racconta Giuseppe D'Antonio
<http://comunitadigitali.blogosfere.it/2011/09/circleme-social-network-invito-facebook-like-google-plus.html>

France

- **Presse-citron:** CircleMe, le réseau social qui cerne vos centres d'intérêts
<http://www.presse-citron.net/circleme-le-reseau-social-qui-cerne-vos-centres-dinterets>
- **GuiM:** CircleMe : le réseau social qui met vos Likes en cercles
<http://www.guim.fr/blog/2012/03/circleme-le-reseau-social-qui-met-vos-likes-en-cercles.html>
- **Influencia.net:** CircleMe, le réseau social qui référence vos Like!
<http://www.influencia.net/fr/actualites1/circleme-reseau-social-qui-reference-vos-like,33,2004.html>

Spain

- **Trece bits:** CircleMe, la nueva red que te conecta con tus intereses
<http://www.trecebits.com/2011/12/09/circleme-la-nueva-red-que-te-conecta-con-tus-intereses/>
- **Gen Beta:** CircleMe, una nueva red social que conecta contigo
<http://www.genbetasocialmedia.com/otros/circleme-una-nueva-red-social-que-conecta-contigo>
- **Geek and tech:** CircleMe, una nueva red social que viene para quedarse
<http://www.geekandtech.com/2011/10/circleme-una-interesante-red-social-que-viene-para-quedarse/>



**Press release****[under embargo until Thursday March 15 2012]****CircleMe, the social network based on the things you like,
launches today with disruptive mobile 'planting'*****iPhone app lets users geo-tag the city to trigger ambient serendipity***

LONDON, UK – CircleMe, the social network that connects you to the things you love and to people around the world who share your interests, is opening today to the public its website (www.circleme.com) after six months in closed beta.

The website will be accompanied at launch by a mobile app for iPhone that extends to the physical world CircleMe's focus on the expression and discovery of things we like. Users of the app will be able to 'plant' around town any item they chose (e.g. a song, a book, a movie, a venue, a famous person) along with an associated message for others to enjoy. People can then actively explore what has been publicly planted near them. They will also get alerted automatically when they walk by a plant from someone in their trusted network, even when the phone is in their pocket.

CircleMe is not a social network in the traditional sense

Prominent NY-based venture capitalist Fred Wilson recently asked 8th graders: "if you had the coding skills to build anything, what would you build?." One answer from an eighth grader was that "he wanted to build a better social network, one that was based on the things that interested him and one that would connect him with kids around the world that were interested in the same things." *

"We had the same vision and luckily also the coding skills. CircleMe is an inspiring social network that connects you first of all with ... yourself, i.e. with all the cultural items that contribute to shape a person's identity" explains CircleMe's founder and Executive Chairman, Erik Lumer. "Our goal is to provide a better way for people to track and engage with the things that interest them. At the same time, CircleMe makes it easy to connect and share passions with people that have overlapping tastes, thus helping users to discover new things and expand their cultural horizons".

* http://www.avc.com/a_vc/2012/03/the-next-generation.html



Ambient discovery has finally arrived

A new breed of smartphone apps is coming to market, leveraging location-based technologies to provide an automatic 'ambient sensing' of what occurs nearby. For instance, much attention in recent days has been given to the crop of apps that alert you when like-minded people are nearby. In this context, the CircleMe iPhone app opens an entirely new space of possibilities, by letting people plant around town and automatically discover anything of potential interest.

"The use cases for plants are virtually infinite: recommending a good book at the bookstore or an ongoing exhibit in a museum, highlighting a place where a famous person used to live, leaving surprises to friends like a song that they can immediately listen to when stumbling upon the plant, and so on - states CircleMe's CEO, Giu D'Antonio – Such planting behavior could become a game changer on how the physical and digital worlds get coupled to foster serendipitous discoveries".

About CircleMe

CircleMe is pioneering a new generation of social networks based on all the things you like rather than simply who you know. Besides a world-class user interface design, the service is also powered by cutting-edge semantic and social recommendation technologies that provide a leap forward in our ability to discover new information and people of personal interest.

The company behind CircleMe, Cascaad Ltd/Srl, was founded by Erik Lumer, former researcher (Xerox Parc and Stanford University) turned serial entrepreneur (co-founder of Babelgum). Giuseppe D'Antonio, CEO of Cascaad, brings many years of business experience at digital companies both small and large (Google, Dada, Manhattan associates). The company has a staff of 11, with offices in London (UK) and Milan (Italy). It has raised \$2.5 million in funding from VC firm Innogest Capital.

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7 | PRESS INQUIRIES

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