

For Immediate Release. Merritt Island, FLORIDA

Headline: HobNob, Inc. Creates Safe Social Media for Kids

Summary: SS Hobnobbin'....secure, safe socialization....a cut above the rest!

“Just three days ago, my ten-year-old grandson told me that he was sad because his eleven-year-old classmate hung himself in the closet the night before,” stated Dr. Wharton in our interview. “It seems that he was being bullied on a social media site which led him to take his own life.”

Social media is here to stay. It has the vast potential to allow humanity to do great things collaborating across the globe for the betterment of society. What a simple, yet profound concept. However, what we are seeing today on social media is not the greatness, but the dark side.

It’s the creation of a toxic validation culture around “likes” and spreading false information while calling it “news”. There is a huge rise of epidemics like cyber-bullying, “trolling”, and the organization of hate groups. It seems the original intent has somehow been lost in this space that now festers mal intent rather than promoting genuine,

productive human interaction.

In what she is calling the culmination of a long career in technology and helping kids – combining the two – Dr. Wharton and her team have spent the last year solving the problem of safe social media for kids.

Introducing,

HOBNOB© – A cut above the rest!

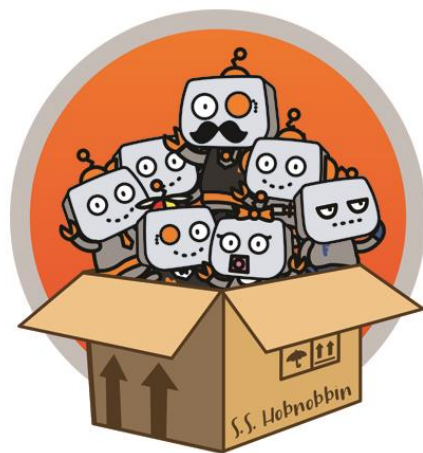


HobNob is a new, and evolving social media platform intended to be “a cut above the rest”. It’s a classier way to interact with your peers and associates, curated by our very own robot maître d’, Hob!



For the kids:

Meet Hob – He was born out of the necessity for safety and integrity in social media. He spent lots of time schmoozing with the elite of society, and while he isn't quite one of them, he sure has developed a good sense of taste. Hob's no snob. He simply sees higher potential in social engagement and would like to bring that to the world...welcome to "formal" social media. Hob and his merry band of misfit robots have great plans to make the world wide web a safe and fascinating place for our kids.



Kids get to create their own groups and invite their friends to join. Kids groups have controls and monitoring to keep them safe and to keep parents informed. Parents get to control what their kids can and can not do inside the application by making selections when they sign them up. Instead of scrolling random posts

from people you may or may not know on topics that could be healthy or unhealthy for kids, kid's groups are for kids only.

HobNob will also be releasing an Educational package making this safe place for kids available to schools in the coming months. In addition, continuing to work on the other features like counseling and tutoring for kids and adults – Hob Help; an online store – Nob Shop and a knowledge center – Nob Knowledge.

For Adults:

Adults can create their own groups based on their personal interests or scroll and join an existing group. HobNob for adults is similar to many of the social media platforms we know and use today. The most important difference is that you get to choose how you socialize all while avoiding the random content of other social media platforms.

HobNobbin' will be available on April 1, 2018. (www.hobnobbin.org or find HOBNOB in the iOS App Store. Also visit <http://www.hobnobinc.net> for more information).



Come check us out and you will be HobNobbin' with us in no time!

Meet Our Creators:



About Transformacon: Transformacon is an enterprise business transformation consulting firm helping clients reconstruct their enterprise to meet the challenging demands of business in the 21st Century. Transformacon's proven patented methodology is the secret sauce that makes them better than all the rest. For more information about Transformacon, visit www.transformacon.com



About Sundance Ranch: Sundance Ranch is national non-profit organization with a focus on helping, healing and changing lives by bringing them God's love. For more information about Sundance Ranch, visit www.sundancercc.org



About Simform: Simform helps organizations unlock new growth opportunities using Mobility, Internet of Things(IoT), Business Intelligence and Analytics. They have a proven track record of engineering user experience driven cloud and mobile solutions with hundreds of applications for companies ranging from Fortune 1000 companies to successful startups. SimForm is the trusted partner of Transformacon, Inc. For more information about Simform, visit www.simform.com

Please direct all inquiries to: hobnob@transformacon.com

Quote: "We want parents to have peace of mind when allowing their kids to interact on social media. We want to keep the kids safe from malicious or predatory behaviors, cyber-bullying, adult content and misinformation. Parents no longer have to turn a blind eye to the volatile atmosphere of modern social

media platforms as we are providing them a safe place for their kids – truly a cut above the rest.” Dr. Terry Wharton