



Stribe unveils first plug-and-play social network solution at TechCrunch50

San Francisco, CA - September 15, 2009 - At today's TechCrunch50 conference, Stribe unveiled the private beta of its namesake solution, which enables any website to easily create a branded, customized social network. Stribe provides an innovative service that connects a community of site visitors, and gives them the ability to talk and share information across all areas of a site.

With Stribe's five-minute registration and configuration process any website can easily add a social element. The richness of social media lets visitors ask questions, feel connected to one another, express their opinions, and build a community around their shared interest. Stribe can even deliver this rich functionality to websites that don't comply with the latest web standards. Registration for the beta is now open to anyone by going to www.stribe.com.

"Today, there's no real-time, customizable social network solution to connect people across a website", said Kamel Zeroual, CEO and cofounder of Stribe. "To create and manage communities now, companies have to develop websites, external blogs, Facebook groups, and the list goes on and on. These methods are useful, but they dilute the conversation across numerous platforms. Stribe helps companies easily integrate a robust social network on their existing site."

Stribe empowers companies to quickly create a social network. The entire installation process only requires sites to add one new line of code to their pages. After that, the website will include:

- Customizable profiles including user-specific photos, status updates and community information
- User modules to show who's online, and let users chat and send messages
- A public chat box where users can create new topics and share them with the community
- The ability for users to leave comments on every page
- A webmaster's module to customize the features of the social network.

All of these features are free. There are additional premium modules that require payment, such as back office functionality that allows websites to [track key metrics of social activity](#) and manage the online community. Stribe communities also share user information across different websites, so if a user belongs to five different Stribe communities, they will see messages and chat notifications from all of their communities wherever they log in.

"We're excited to launch Stribe during the TechCrunch50 conference", said Gaël Delalleau, Stribe's CTO and cofounder. "This recognition builds on the momentum we've already received from Oséo, Télécom ParisTech and ScientiPôle. We believe that our solution uniquely meets the social needs of thousands of websites."

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About Stribe

[Stribe](#) is the first service that allows any website or blog to create a branded and customized social network in 5 minutes. Founded in March 2008 by Kamel Zeroual, Gaël Delalleau and Demba Diallo, Stribe already enjoys the support of Oséo Innovation, Télécom ParisTech and was the winner of the Scientipôle Initiative Award.

About TechCrunch50

Founded in 2007 by leading technology blog TechCrunch and entrepreneur Jason Calacanis, the TechCrunch50 conference provides a platform for early-stage, and frequently unfunded, companies to launch for the first time to the technology industry's most influential venture capitalists, corporations, angel investors, fellow entrepreneurs and the international media. Companies are selected to participate exclusively on merit. TechCrunch50 is supported by corporate sponsors Google, Microsoft, Bing, MySpace and Facebook, as well as venture capital and legal-advisory firms including Sequoia Capital, Charles River Ventures, Founders Fund, Redpoint Ventures and Perkins Coie.

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