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**GATHER.COM LAUNCHES NEW SITE THAT EMPHASIZES THE  
CONVERSATION BETWEEN MEMBERS OF ITS SOCIAL NETWORK**

*Gather.com Interface Made To Appeal to Grown-Ups*

**BOSTON, MASS., July 17, 2006** – Gather.com™, the place to find and share the best user-created content online, today announced the launch of its newly designed website specifically enhanced to enable conversation between users. Unlike most social networking sites today that are built on one-way postings by unconnected participants, Gather.com is designed to facilitate interactive conversation. Members can converse with one another around a shared passion or topic, with people they know and people they have never met. The breadth, diversity and timeliness of the shared perspectives create an environment that reflects a great dinner party, but can occur with anyone, at any time from any place. Gather.com acts as a platform where the voice of the membership is heard.

“To date, the internet has been a great resource for people to consume content,” explains Tom Gerace, Gather.com Founder and CEO ([tom.gather.com](http://tom.gather.com)). “Today, people crave a more dynamic environment online -- one that mirrors their real-world social interactions and enables discussions, debate, laughter and advice around a shared topic of interest. Gather.com’s new site design brings that desired experience to life.”

The new Gather.com was designed with the needs of the fast-growing membership in mind. For input, Gather.com spoke to its most active members directly through an online forum,

surveyed more than one thousand members, interviewed “non-Gatherers” within its demographic profile and tested various versions to ensure requirements were met. In the new release Gather.com focuses on:

Simplicity: The new site features a clean look and feel, making it easier for first time visitors and repeat visitors alike to experience the Gather.com community. The goal is to encourage members to participate in the conversations that occur around the Gather site.

Personalized Account Management: Each member will be able to visit my.gather.com when logged in to see what’s happening in the many parts of their Gather experience. This allows members to keep abreast of the people and the content they care about most.

Consistent Site-wide Navigation: Changes to Gather.com’s navigation helps users find the content they want more easily. The addition of a menu-bar and sub-menus, as well as enhancements through tags puts Gather’s diverse set of features a click or two away.

Partner-led branding: Gather Groups™ now allows group owners to create their own brand identity and group personality. This means that each group can develop its own look and feel. Additionally, members will be able to navigate within the group space, seeing members, articles, and images all within the group’s branded space.

"I remember when email changed the way I kept in touch with people in my world," stated Donald Houston, Gather.com member (kozzak.gather.com). "The new features on Gather.com have brought my communication to a whole new level. Even more exciting is that the Gather.com community expands my world by connecting me with new people who are interested in the same things I am interested in."

For more information on Gather go to [www.gather.com](http://www.gather.com).

### **About Gather.com**

Gather.com ([www.gather.com](http://www.gather.com)) is the place to find and share the best user-created content online. Gather.com members are rewarded for their participation with Gather Points™, or

even cash for top contributors. Gather.com is led by an all-star team of industry veterans with extensive experience in building highly successful, Internet-based companies and creating relevant content. The Gather.com site was named the winner of the Media/Portal category in the Massachusetts Innovation & Technology Exchange (MITX), 2005 annual awards – the largest awards competition in the country that recognizes achievements in the development and implementation of interactive technologies. Gather.com is a privately held, privately funded company headquartered in Boston, Massachusetts.

For more information, visit [www.gather.com](http://www.gather.com) or call (617) 720-4000, x1032.

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