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**GATHER.COM GATHER.COM SELECTED AS A
2006 MITX AWARDS FINALIST**

Social Networking Site for Grown-ups Recognized as One of New England's Best

BOSTON, MASS., October 10, 2006 – Gather.com today announced it has been selected as a finalist in the Community Blog category for The 11th Annual MITX Awards. Held annually by the Massachusetts Innovation & Technology Exchange, the MITX Awards recognize excellence in the creation of interactive technologies designed, produced or developed in New England.

Begun in 1996, the MITX Awards have grown to the largest and most prestigious awards competition in the country for technology innovations and celebrates the best creative and technological accomplishments emerging from New England.

“We saw a tremendous increase in entries this year, a very solid testament that technological and creative innovation is thriving in New England, said Kiki Mills, Executive Director of MITX. “Our awards finalists continue to raise the bar and we are very proud to provide the platform to bring these innovations to the public’s attention.”

Gather.com, the place to find and share the best user-created content online, is a social networking site designed to facilitate intellectually stimulating conversation about thousands of topics from politics to food and wine, to literature. Sometimes referred to as “MySpace for grown-ups,” Gather mirrors the environment found at a great dinner party, but with anyone, at any time from any place.

“As an MITX award winner last year, we experienced first hand the amazing credibility that is associated with this award,” states Tom Gerace, Gather founder and CEO. “Gather is extremely excited about being selected as a finalist again this year. Innovation is at the heart and soul of everything MITX does and it is an attribute we infuse in everything we do as well.”

Gather will be recognized with the other finalists in the category of Community Blog at a gala awards ceremony traditionally attended by over 900 of the region’s top interactive technology and business professionals. Winners will be announced at the ceremony in the Boston Marriott Copley Place on Wednesday, November 8th. Tickets can be purchased at www.mitxawards.org.

The 2006 MITX Awards program is sponsored by 24/7 Media, Adobe, Backbone Media, Doubleclick, Eyewonder, IBM, Miller Systems, PricewaterhouseCoopers LLC and media partner Technology Review.

About Gather.com

Gather.com (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 or call (617) 720-4000, x1032.

About MITX

Established in 1996, MITX—the Massachusetts Innovation & Technology Exchange (MITX: “my-techs”) is the industry and professional organization where technology, marketing and digital media intersect. Reaching more than 6,000 professionals in New England, MITX is a dynamic and growing community for thought leadership, building business relationships and professional training and development. Members of the MITX community take advantage of events, sponsorships, speaking opportunities and networking to make meaningful business connections and exchange innovative leadership, management and technical ideas. With more than 60 events each year, MITX provides its members with the opportunity to promote their companies to targeted audiences. MITX events also provide a valuable forum for networking to source potential business leads, partnerships, ideas, funding and other likeminded peers in the industry. MITX is headquartered in Cambridge. For more information please go to www.mitx.org.

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