



**For Immediate Release**

## **Groupsites: The Social Evolution of Websites**

*New and enhanced, CollectiveX-powered Groupsites combine the most useful features of traditional Websites, Blogs, Collaboration Software and Social Networks.*

**(Columbia, Maryland) September 8, 2008** - Introduced late last year, CollectiveX-powered Groupsites have already transformed the Web experience for nearly 20,000 groups. Today, as exhibitors at the TechCrunch50 conference in San Francisco, CA, CollectiveX further delivers on the promise and power of social collaboration and networking, unveiling a significant Groupsites release that includes innovative, drag-and-drop content modules, a redesigned user-interface, group blogging and more.

Blogs, social networks, wikis and other technologies have transformed the Web and how people use it. However, although powerful, these innovations don't adequately empower people to make things happen collectively. Groupsites address this need, giving individuals access to a new kind of website that empowers people to easily come together and communicate, share and network within companies, organizations, communities and families.

Groupsites are a social collaboration and networking tool built on a platform developed by Columbia, MD, -based CollectiveX, the brainchild of CEO, founder and serial entrepreneur, Clarence Wooten, Jr., who in 1999 introduced ImageCafe.com. ImageCafe was the online superstore that pioneered the concept of ready-made, customizable, professional quality websites for small businesses. Herndon, VA, -based Network Solutions, Inc. acquired ImageCafe.com just seven short months after it launched.

Wooten sees the future of the website, and he's coined it, the "Groupsite."

"Groupsites embody the Web's evolution into a social-collaborative medium; they are websites for groups, bringing together the most useful features of traditional websites, discussion forums, listservs, blogs, collaboration software and social networks," explains Wooten. He further expresses, "By combining the most useful features of many new Web innovations, Groupsites transform the social networking Web experience to more results-oriented 'social collaboration' for professional and social groups of all types and sizes."

Wooten is not alone in identifying the need to further the application of social networking technologies for the purpose of social collaboration. In 2007, Gartner Group analysts for the first time published their indication of a single market for social and collaborative tools: the "Magic Quadrant for Team Collaboration and Social



Software.” Experts advocate that IT groups of companies and organizations should be finding ways to deploy Web 2.0 technologies, not block them. And, Forrester Research reports that enterprises are taking collaborative networking tools more seriously.

A hosted, easy-to-implement and “free-mium” priced software as a service, Groupsites allow individuals and organizations to create social or professional “collaboration communities” quickly and easily; with privacy and branding control; and with little or no financial investment. Unlike social sites that focus on the individual, Groupsites are group-centric and empower people to make things happen collectively. Groupsites are customizable, can be used in a variety of ways and are very intuitive. Anyone can create one in minutes.

In addition to the thousands of individuals who have created Groupsites for a variety of social and professional purposes, organizations including Accenture, the Nature Conservancy, Fannie Mae, Paychex, the American Bankers Association, the Jacksonville Jaguars, and many others have created Groupsites as intranets, alumni networks, company workgroups and member communities.

“The Web has evolved to become more social. We believe websites should, too. Groupsites are for the social Web,” stated Wooten.

“We can tell you that people who seek to come together and make things happen are able to do so with Groupsites, but user-experience can’t be explained. The most important thing we can do is make it easy for anyone to create a Groupsite. Everyone should have access to the power of social collaboration,” concluded Wooten.

**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, MySpace, Salesforce, MSN Money, Symantec, Thomson Reuters and Yahoo!, as well as venture capital firms including Sequoia Capital, Mayfield Fund, Clearstone Venture Partners, Charles River Ventures, Founders Fund, Perkins Coie and Fenwick & West.

**About CollectiveX.** Founded in January 2006 by serial technology entrepreneur, Clarence Wooten, Jr., CollectiveX ([www.collectivex.com](http://www.collectivex.com)) is a hosted platform for the creation of Groupsites. Introduced in August 2007, Groupsites embody the Web’s evolution into a social-collaborative medium by combining the most useful features of traditional websites, discussion forums, listservs, blogs, collaboration software and social networks. Groupsites allow individuals, organizations and companies to create



“collaboration communities” in minutes, where group members can communicate, share and network for the purpose of making things happen.

Groupsites can be configured to be completely private, semi-private or public enabling anyone to join. Today, nearly 20,000 Groupsites are in use by professional and social groups of all types and sizes within companies, communities, non-profits, families and more.

For more information or to create your own Groupsite, visit [www.collectivex.com](http://www.collectivex.com). To locate and join public Groupsites that interest you, visit [www.groupsites.com](http://www.groupsites.com) - the official online directory of public Groupsites.

For a video tour of Groupsites, visit: <http://www.vimeo.com/1678428>.

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