



## PRESS RELEASE

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### **LIFESNAPZ LAUNCHES NEW WEBSITE TO SHARE AND EXPLORE LIFE EVENTS**

*Site Enables Groups to Easily Chronicle and Explore Memorable Experiences*

San Francisco, CA - September 9, 2008 – LifeSnapz, Inc. today launched LifeSnapz, [www.lifesnapz.com](http://www.lifesnapz.com), a website that allows people to easily capture memorable life events and share them with trusted groups. LifeSnapz launched in the TechCrunch50 DemoPit at the San Francisco Design Center.

LifeSnapz enables users to:

- Easily capture and vividly preserve the details of important events using photos, videos and text
- Share events effortlessly in a private and secure manner
- Explore events with [timelines](#), maps, tags and lists

LifeSnapz is built on a proprietary event-based platform that allows users to slice time and space. Dynamically generated timelines and maps provide users with unique ways to search across different events and groups, and users can connect search results based on shared attributes, such as who was in attendance, and when and where events occurred.

“People have a fundamental desire to preserve, relive, share and pass along memories, whether they are from parties, vacations, weddings, birthdays, school events, concerts, holidays, sporting events or a child’s first steps,” said Brian Hand, LifeSnapz’s CEO and co-founder. “The problem has been that capturing and sharing the specifics of these events can be difficult, the details of what happened are often incomplete and searching across events is nearly impossible. LifeSnapz helps people overcome these hurdles and enables memories to be vividly recalled and relived.”

LifeSnapz can be used by many types of groups, such as:

- Extended Families - to stay up-to-date with each other about holidays, vacations and birthdays
- Music or sports fans - to create a shared recollection of bands and concerts, or teams and games
- Alumni groups - to preserve past events, keep up to date on each other's lives and organize reunions
- Schools – to share class events among parents, teachers and students during the school year
- Youth sports teams - to chronicle and share the excitement from games throughout a season with the players and their families
- Community organizations – to track important happenings in a neighborhood or local area and keep residents informed

### **About LifeSnapz**

LifeSnapz, Inc. was founded in January 2007 to help people share and explore memorable life events using the Web. The company's first service, LifeSnapz.com, is built on a proprietary event-based platform that allows users to slice time and space. Dynamically generated timelines and maps provide users with unique ways to search across different events and groups, and users can connect search results based on shared attributes, such as who was in attendance, and when and where events occurred. Based in Chicago, the company is funded by [Apex Venture Partners](#) and [Trident Capital](#). *LifeSnapz* and *The History of Us* are trademarks of LifeSnapz, Inc.

### **About TechCrunch50**

Founded in 2007 by leading technology blog TechCrunch and entrepreneur Jason Calacanis, the TechCrunch50 conference provides a platform for earlystage, 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 and Yahoo!, as well as venture capital firms including Sequoia Capital, Mayfield Fund, Clearstone Venture Partners, Charles River Ventures, Founders Fund and Fenwick & West.

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