



Press Release

LIVEHIT GIVES SOCIAL DISCOVERY A NEW MAKE-OVER AT TECHCRUNCH50

*LiveHit previews new highly visual real-time social discovery service focused at
the younger Millennials Generation*

Palo Alto, California, 8 September 2008 – LiveHit (www.livehit.com), a social discovery service connecting users with what's hot and who's hot across the web in real-time, today announces the preview of its service at TechCrunch50. LiveHit has been selected as one of the top fifty companies from over one thousand web2.0 start-ups applicants to present at TechCrunch50, a showcase of the best start-ups to be launched in front of the industry's most influential VCs, corporations, fellow entrepreneurs and press.

Tailored to appeal to young adults internationally, LiveHit's primary target audience is the Millennials Generation, ages 18-28 years old with a broader reach from 13 years to 35 years old. This generation is commonly known as the social networking audience. LiveHit.com provides an experience similar to a portal, guiding users directly through the funnel to discover real-time content on partner sites. To provide an end-to-end solution, LiveHit provides 3rd party customization tools in the form of widgets called LiveMaps that can be embedded in partner sites and tailored to the look, feel, and site structure to drive higher engagement.

"Today's young adults demand that the internet be their new conduit to consume rich media content and connect live with friends," comments Jeanine LeFlore, LiveHit CEO. "Where traditional search falls short is in ferreting what's hot in the moment across the web – an important factor to this generation that vales friend circles, personalization, and real-time interactions above all else."

“There is no one aggregate site today that showcases real-time popular content geared towards the social networking audience all in one place for them to discover and connect live. The content they discover funnels these coveted users directly to partner sites turning LiveHit.com into a new distribution channel for partners. Then, with partner LiveMaps embedded in the destination sites, LiveHit also helps drive higher engagement within partner sites. LiveHit fills a gap that traditional search misses, the ability for users to discover what’s hot right in the moment around areas of personal interest to them both in one aggregate place on LiveHit.com, and within their favourite sites that they already frequent.”

The LiveHit model aggregates content providers and publishers around real-time data intelligence as it collects data on a per page basis to help partners program their sites and target ads against up and coming content becoming hot in the moment. It is also a model that is increasingly attractive to advertisers and Ad Networks who are clamouring for ways to target the next generation taking over the Internet. Already LiveHit is offering Ad Networks and Advertisers a range of solutions to the challenge of engaging this traditionally hard-to-reach segment.

Launched into private alpha in the last 2-months, LiveHit has already secured through its partner sites over 24 Million anonymous unique data profiles, 32 Million unique pages tracked, and over 340 Million pageviews to LiveHit tracking code embedded in partner sites. In addition, LiveHit has launched LiveMaps producing a lift in engagement of 10% from one month over the following month. LiveHit announces partnerships with Piczo, Topix, and Comedy.com amongst others, with more launching in the coming weeks.

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Editor notes

For more information, please contact:

Press Relations
LiveHit, Inc
Email: press@livehit.com

About LiveHit (www.livehit.com)

LiveHit is a revolutionary new Social Discovery Service showcasing who and what's hot in the moment across the social web – it's Your Live Personalized Social Navigation Engine - Your Custom GPS System to discover contextually relevant rich media content and people. LiveHit's comprehensive Social Discovery Platform provides a new extension to social search and discovery by using user-powered navigation paths to surface what's being viewed live in the moment it's happening. The platform collects valuable cross-network data and uses velocity-based tracking and dynamic-predictive modeling to gauge the propensity of something to become hot. This allows partners to program their sites and target ads in real-time. LiveHit is an aggregation hub connecting publishers, content providers, ad-networks, and distributors around social discovery and data. The end result is a mission-critical Social Discovery System that drives distribution, engagement, and monetization to partners while providing a core discovery service for end-users.

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](#).