

MIXTT.com Launches at TechCrunch50, Redefines Social Networking as a Tool for Real-Life, Offline Interaction.

MIXTT (www.mixtt.com) offers a fresh take on social networking by facilitating real-life meetings between groups of friends. Friends create group profiles, post social activities, and invite other groups to join their events.

San Francisco, CA -- September 9, 2008 -- MIXTT (www.mixtt.com), a hip, free, new service that leverages online social networking to facilitate the intermingling of friend groups within common geographies, launched today at TechCrunch50. By combining calendar, social networking, and dating elements, this fledgling website provides users the opportunity to connect with new people in ways that are more fun, safe, and pressure-free than the traditional avenues.

"By tapping into the identities and activities of friend groups, MIXTT presents a truly natural and appealing way of connecting with others," says MIXTT Founder and CEO, Eve Peters. On MIXTT, a group of friends signs up together and arranges to meet up with other groups of friends. By virtue of this dynamic, MIXTT takes the awkwardness out of new encounters, and adds a level of offline practicality to classic, individualistic and online-centric social networking sites.

Peters says, "With MIXTT, meeting new people is fun, and the experience parallels the social norms to which we are accustomed: mingling with new people while in the company of our friends." While classic networking sites such as MySpace and Facebook focus primarily on keeping in touch with existing acquaintances, MIXTT empowers its users to meet people outside of their regular social circles. "MIXTT invigorates its members' real social lives by getting them off their computers and out in their cities."

MIXTT launches in the U.S. today and plans to expand internationally in the ensuing months.

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.

Please visit <http://www.mixtt.com>.

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