

Tweegee.com Selected as TechCrunch 50 Finalist
Innovative Tweens Site Caters to Kids'
Unique Digital Lifestyles

September 8, 2008, San Francisco. Tweegee.com, a pioneering destination site that empowers Tweens to express themselves creatively and safely in an innovative and customized online environment, was today unveiled as a TechCrunch 50 finalist. Tweegee.com presented at the opening day of TC50 in San Francisco and was nominated among 1200 applicants worldwide.

Empowerment!

Tweegee.com integrates social networking, digital content, and interactive tools to offer a complete online platform for Tweens and Pre-teens. Tweegee provides Tweens with the ability to take full ownership of their online activities, to create their complete personal web sites, communicate via web based email and organizer, engage in rich multiplayer games, read news most relevant to them, author their own articles and much more – all on one platform and at one destination. Understanding that Tweens are always seeking new and entertaining mediums, yet appreciate the ease and convenience of having all their digital needs met at one place, is key to Tweegee's focused attention on this elusive 'I' generation.

"Tweegee.com provides a harmonized environment for Tweens by mixing and interacting media to allow kids to experience the adult applications they're familiar with in a manner uniquely tailored for their needs," cited Shay Bloch Co Founder & CEO of Tweegee.com. "Tweegee's novel approach offers a creative and independent outlet for Tweens to construct their online social network and activities to suit their style, mood and friendships, in a secure and protected site."

Tweegee has developed an innovative platform based on logical connections between the virtual properties and kids. This evolution takes the principle of Web 2.0 one step forward. The company's rich internet applications provide an internet adventure tailored for kids, such as webcam games which incorporate movement recognition webbased email, events, storage and tools to enrich their own website

Safety First

Tweegee operates a filtering and separation system that facilitates a high level of detailed content filtering and includes a parent's awareness control. Safety features include a patent pending "**Word Up!**" application that gives kids the freedom to chat without the ability to reveal any personal details or use improper language.

Coveted Demographic = Purchasing Power

Children between the ages of 8 and 14 – Tweens and young teens – are a powerful demographic group, well ahead of the digital generation. They control billions in purchasing power and comprise up to 60% of Internet users under age 18. Youth marketers continue to seek innovative ways to capture the attention of multitasking, technology-driven Tweens and young teens, who control nearly \$40 billion in purchasing power of their own and influence tens of billions more in family buying decisions.*

*Marketresearch.com - Cite title plus date

About Tweegee.com

Founded by four seasoned Internet entrepreneurs, Shay Bloch, Yohai Rayfeld, Adi Brandwine and Nimrod Kimchi, Tweegee's R&D is based in Israel with content and operations being launched in the US and Russia. Tweegee's board members include Sara Levinson, who serves as a board member for ClubMom, Harley Davidson, KickApps, and Macy's, Inc; and Eyal Yaniv, the head of the Executive MBA program at Bar Ilan University. Dr. Yaniv is a director in several companies including Bezeq the largest telecom provider in Israel.



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 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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