

## **Netvibes Universe Goes Live**

***Netvibes Launches Universes for More Than 100 Major Media Brand and Celebrity Partners, Including CBS, Forbes.com, Newsweek, Time, washingtonpost.com, and Mandy Moore***

San Francisco, Calif.—April 16, 2007— Netvibes, the pioneer of the personalized startpage, today announced the beta launch of Netvibes Universe, which will enable anyone to create and publish their own personal media portals known as “Universes”. The Universes for more than 100 major media companies, businesses, non-profits and celebrities will debut tonight at the Netvibes Universe Launch Party in San Francisco, CA.

With Netvibes Universe, users can collect, design and syndicate their entire digital world in just minutes. Moving beyond traditional blogs and social networks, Universes bring together and deliver on a single Netvibes page all types of rich online media, including RSS feeds, websites, podcasts, videos, blogs, and photos, along with web services, including del.icio.us, Digg, eBay, Flickr, MySpace, YouTube, and widgets from nearly any platform.

Starting today, users can enjoy content in over 100 Universes that have been created by Netvibes pilot content partners. Furthermore, Netvibes will soon announce the availability of tools to allow all Netvibes users to create their own Universes and use them as outlets to express, showcase and share their complete Web life with others. (For a list of currently available pilot Universes, refer to the attached announcement below.)

Major media companies, including CBS, CNN Money, Forbes.com, LATimes.com, Newsweek, Sports Illustrated, TIME, Inc., USAToday and washingtonpost.com, have partnered with Netvibes to launch their own Universes, allowing their readers to control how they view their favorite online content.

“The washingtonpost.com Universe deepens our involvement in the Web community, making it easier for Netvibes users to get our content when and how they want it,” said Jim Brady, Executive Editor, washingtonpost.com. “We chose to get involved because the flexible personalization that Netvibes offers bridges our content with the wide variety of web services available online.”

“We like how our readers can quickly and easily pick which sections they would like to read and decide how they would like to read them, either as a multimedia RSS feed or with the full Forbes.com Web page,” said Jim Spanfeller, President & CEO of Forbes.com.

Top recording artists, including 50 Cent, Ben Harper, Deftones, G-Unit, Mandy Moore, Moby, Pretty Ricky, and Snoop Dogg, are also launching Universes as a new way to connect with fans and share with them their blogs, music, MySpace friends, photos, videos and more.

“This is a great, innovative concept that affords me the opportunity to connect with fans, no matter where in the world I may be,” said Mandy Moore. “These Universes embody a sense of community, and what better way to share my new music and a glimpse into my life than through this fun and interactive medium.”

Online services, including eMusic, Newsvine, PopSugar, TechCrunch and Wikio, as well as non-profit institutions, including Harvard University and the UK National Archive, will also release

their own Universes.

“Imagine building your own rich media portal that anyone can visit, like your own personal Yahoo or MySpace. Imagine going beyond the blog, and unifying your digital life in one single place with podcasts, videos, feeds, games, pictures—but unlike a blog, you don’t have to post to it everyday; content gets updated automatically. Imagine launching your own media company in just minutes,” said Tariq Krim, Netvibes Founder and CEO. “It’s all possible on Netvibes Universe, which lets anyone create their own attention network.”

Over 100 Universes are now available on the Netvibes Universe at: <http://eco.netvibes.com>

## Official Netvibes Universe Pilot Partners

### Celebrities & Recording Artists

50 Cent  
Anthrax  
Army of Anyone  
B5  
Ben Harper  
Black Market Hero  
Bloodsimple  
Bobby Valentino  
Chris Cornell  
Consequence  
Deftones  
DJ Whoo Kid  
Enrique Iglesias  
Flyleaf  
Frankie J  
G-Unit  
HELLYEAH  
Hot Rod  
Ice Cube  
Korn  
Lil Jon  
Lloyd Banks  
Lumidee  
Mandy Moore  
Mash Out Posse  
Metal Sanaz  
Mistress Juliya  
Mobb Deep  
Moby  
Mudvayne  
New Years Day  
Neyo  
Olivia  
Otep  
Paolo Nutini  
Pete Yorn  
Pit Bull  
Pretty Ricky  
Shadows Fall  
Snoop Dogg  
sosohuman  
Spider Loc  
The Cinematics  
Three 6 Mafia  
Tony Yayo  
Trey Songz

Tyrone Well  
Ying Yang Twins  
Young Buck  
Yung Berg

### Media Outlets

20Minutes  
CBS News  
CBS SportsLine  
CNN Money  
Cooking Light  
CSTV  
Elle (France)  
Entertainment Weekly  
Forbes.com  
InStyle  
Jacksonville.com  
LATimes.com  
Le Figaro  
Le Quipe  
Les Echos  
Newsweek  
People  
Real Simple  
ShowBuzz  
Slate  
Sports Illustrated  
TIME  
TSR  
USA Today  
washingtonpost.com

### Non-Profit Institutions

Harvard  
UK National Archive  
Social Innovation Conversations  
(Stanford Center for Social  
Innovation)

### Web Services

Catster  
Dogster  
eMusic  
GenerationMP3  
HiPiHi  
Hoodong  
Maya's Mom  
Newsvine  
Snap  
Mashable  
TechCrunch  
TheStreet.com  
Wikio

### PopSugar Celebrities:

Angelina Jolie  
Ben Affleck  
Beyonce Knowles  
Brad Pitt  
Britney Spears  
Cameron Diaz  
Christina Aguilera  
David Beckham  
Drew Barrymore  
George Clooney  
Jake Gyllenhaal  
Jennifer Aniston  
Jennifer Garner  
Jennifer Lopez  
Jessica Alba  
Jessica Simpson  
Johnny Depp  
Justin Timberlake  
Katie Holmes  
Leonardo DiCaprio  
Lindsay Lohan  
Madonna  
Matt Damon  
Matthew McConaughey  
Orlando Bloom  
Paris Hilton  
Reese Witherspoon  
Scarlet Johansson  
Tom Cruise  
Will Smith

### About Netvibes

Netvibes pioneered the personalized startpage, an alternative to traditional Web portals. With millions of users in more than 150 countries, Netvibes lets individuals assemble all in one place their favorite websites, blogs, email accounts, social networks, search engines, instant messengers, photos, videos, podcasts, widgets, and everything else they enjoy on the Web. Founded in 2005 by Tariq Krim, Netvibes (<http://www.netvibes.com>) has offices in Paris, London and San Francisco.

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