

Netvibes Personalized Page to Power Leading Media and Social Networking Sites

Pilot partners include popular social network Tagged.com, digital media company MIVA, Inc., and leading French newspapers Les Echos and Le Figaro

San Francisco, CA—October 3, 2007—Netvibes, the pioneer of the personalized homepage, today announced the beta launch of Netvibes Premium Universe, which brings the power of Netvibes personalization platform to social networks and media publishers' websites.

Netvibes Premium Universe deeply integrates Netvibes functionality into any company's website to enable users to personalize the delivery of branded online content and applications, including RSS feeds, podcasts, photos, videos, stores, widgets and more. Netvibes Premium Universes are Universes that are incorporated seamlessly within a company's web domain, giving it full control over all of its branding and content, such as customized feeds, layouts and menus. With Premium Universes, users enjoy the personalization and enhanced delivery of content while publishers benefit from keeping users on their site; retaining user traffic, navigation and revenue generation.

"We're pleased to unveil Netvibes Premium Universe, which was built to meet the demand by media publishers to add the personalization power of Netvibes within their website. Premium Universes bridge the divide between traditional websites and widget-based personalized pages, allowing companies to tailor their brand offering within their own website for each individual user," said Tariq Krim, CEO and founder of Netvibes. "This is an exciting new product and revenue line for us that paves the way for the rapidly emerging widget economy."

Netvibes Premium Universe offers a unique opportunity for companies to maintain their brand integrity while building and strengthening relationships with users who seek a relevant and customized experience online. A Premium Universe enables publishers to showcase and distribute their widgets while also hosting their users' start page all within the publisher's site.

Partners include Tagged (<http://www.tagged.com/>), one of the web's fastest growing social networks with more than 50 million registered members, as well as MIVA Direct, the toolbar and content division of digital media company, MIVA, Inc. (<http://www.miva.com>).

"Netvibes Premium Universe helps us tap into the awesome potential of a new generation of online users who want to customize and design their own Internet experience," said Greg Tseng, CEO and co-founder of Tagged, one of the web's fastest growing social networks. "During our initial testing period, we received impressive user feedback, indicating that the synthesis of personalization and content is the future of the Web. We're proud to combine the functionality of Netvibes with the vastness of our social network."

France's leading newspapers, Les Echos (<http://www.lesechos.fr>) and Le Figaro (<http://www.lefigaro.fr>) have also integrated Premium Universes within their homepages to power their personalized news and media content online.

“Our decision to extend our relationship with Netvibes reflects a larger effort by the publication to empower our audience to be creative and to deepen their experience with our content,” said Emmanuel Parody, audience and innovation manager of Les Echos. “Netvibes helps us accomplish this quickly and seamlessly within our own existing website.”

To learn more about how Netvibes Premium Universe can power your company’s website, visit: (<http://publishers.netvibes.com/>).

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About Netvibes

Netvibes pioneered the personalized homepage, 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 widgets, websites, blogs, email accounts, social networks, search engines, instant messengers, photos, videos, podcasts, and everything else they enjoy on the Web. Founded in 2005 by Tariq Krim, Netvibes (HYPERLINK "http://www.netvibes.com/" <http://www.netvibes.com>) has offices in Paris, London and San Francisco.

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