

Press release

T-Online Venture Fund invests in zweitgeist

Weblin well on its way to becoming international

Bonn/Hamburg, November 5th 2007 – The T-Online Venture Fund is investing in the Hamburg company zweitgeist. Weblin, the Web 2.0 application developed by zweitgeist, makes a completely new, entertaining form of contact and interaction possible. With the aid of a virtual character, Internet users are able to communicate with one another quickly and easily on any website. The start-up founded in 2006 is thus further expanding its cooperation with the Deutsche Telekom group which had already got off to a successful start when weblin entered into a cooperation with Gamesload, Germany's leading online portal for PC game downloads.

“This cooperation is ideal for weblin. We were looking for a partner who would not only participate financially but who would be able to support weblin in its aim to become international. For us, the T-Online Venture Fund is an excellent strategic partner. We are not only continuing a business cooperation but are beginning an extensive strategic liaison with long-term synergies,” said Jan Andresen, zweitgeist's CEO.

According to zweitgeist, weblin not only benefits from the worldwide connections of the global player but also from the many interesting cooperation partners belonging to the Deutsche Telekom network.

“With Web 2.0, communities, blogging and personalised services, the consumer is playing an increasingly stronger role in an interactive Internet world,” says Christian Schmahl, member of the Investment Committee of the T-Online Venture Fund and Member of the Segment Board, Products & Innovations Deutsche Telekom AG. “In this connection, weblin is a highly innovative and unique communication product making it possible for the user to build his own personal social network. Apart from the fantastic team, we were particularly impressed by the combination of individualisation with a personal avatar companion and the advantage of having a high-performance browsing tool. Our investment in zweitgeist is an innovative contribution by the T-Online Venture Fund to this dynamic market.”

In addition to the High-Tech Gründerfonds, the Swiss company Mountain Partners AG and several renowned business angels, the T-Online Venture Fund is another investor to quickly recognise the potential of the innovative avatar technology. Weblin has already received many awards. Just lately, “Business 2.0”, a speciality magazine of the publishers CNN Money, counted weblin among the ten most promising Web 2.0 business models outside the USA.

Weblin provides innovative forms of communication. Like-minded people can meet up quickly and simply on the Internet. Each user, depicted by his personal, virtual image, his weblin avatar, is visible to others visiting the same website at the same time. One click suffices to start a conversation with another avatar. Weblin works on all websites, including YouTube, Facebook, ebay and yahoo – bringing people with the same likings, interests and needs together.

About zweitgeist

The Hamburg company zweitgeist GmbH was founded in June 2006. Zweitgeist provides the product weblin as a free of charge download. The programme has been awarded the “Innovation Prize Web 2.0” by the State of Baden-Württemberg, nominated lighthouse project of the High-Tech Gründerfonds and received the special “CyberOne Award 2007” from the State of Baden-Württemberg. The social software weblin not only makes people visible on websites but makes communication possible across all websites. It brings people with the same interests together. Business 2.0 recently included weblin in the list of the 31 most promising non-US American Web 2.0 websites. Zweitgeist cooperates with communities on the weblin platform by expanding the marketing effect of the communities. Zweitgeist’s first cooperation partners include Windows Live Messenger Germany, IBM and the Italian car brand Lancia.

For further information and free of charge download see <http://www.weblin.com>

About the T-Online Venture Fund

The T-Online Venture Fund was established in 2001 and is equipped with an investment volume of EUR 100 million. It is managed by T-Venture, the venture capital entity of Deutsche Telekom. Its aim is to support the strategic business segment Broadband/Fixed Network of Deutsche Telekom in its objectives. For additional information about T-Venture and the T-Online Venture Fund please visit www.t-venture.de.

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