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Federal Ministry of Economics awards prize to zweitgeist as exemplary multimedia project

Berlin/Hamburg, March 6, 2007 – Outstanding award for zweitgeist GmbH: on the occasion of the Founder Congress Multimedia 2007 in Berlin on 6th March, the start-up company received the prize for the lighthouse project of the High-Tech Gründerfonds (Founder Fund) in the category multimedia from parliamentary state secretary Dagmar Wöhr. Following the “Innovation Prize Web 2.0” from the State of Baden-Württemberg in the category “Digital Life”, this was already the second award for zweitgeist in the last six months.

At the event, the Federal Ministry for Economics and Technology (BMWi) awards prizes to the three most innovative multimedia companies of the year from the initiatives “Founder competition – successful start with multimedia”, “Business start-ups in the science sector” and “High-Tech Gründerfonds”. The prizes are awarded to newcomers who have been the most successful in implementing their concepts within the framework of the Ministry’s initiative “Founder competition – successful start with multimedia”.

zweitgeist GmbH was awarded the prize for its social software of the same name. This enables Internet users to communicate with one another in the form of self-created avatars, it does not matter what web page they are visiting. When visiting a certain web page, users with the same interests quickly meet other like-minded users, can exchange views on their hobbies and thus get to know new interesting people in an intuitive and uncomplicated way. The Beta version of the innovative contact and interaction software can be downloaded free of charge from www.zweitgeist.com.

In the opinion of the High-Tech Gründerfonds, zweitgeist fulfils all the criteria which distinguish a lighthouse project. On the one hand, zweitgeist GmbH has an excellent team of people who, with their visions and know-how, have jointly created an innovative product. Another decisive factor is the use of innovative technology which makes a virtual presence in the Internet visible to other users. Another criterion is the enormous market potential the High-Tech Gründerfonds sees in the company and the social software zweitgeist.

“A committed, excellent team with innovative ideas, the strong visual presence of the product and the large market potential of the software made it easy for us to decide in favour of zweitgeist as lighthouse project,” says Clemens von Bergmann, Senior Investment Manager of High-Tech Gründerfonds Management GmbH.

Many of the almost 500 companies and more than 60 prizewinners who have participated in the

initiative of the BMWi in the last few years have successfully become established in the multimedia market. This is a clear sign of the success chances of young companies in this segment and evidence of the growth potential of this market.

The Founder Congress Multimedia 2007 held in Berlin on 6th March focuses on business start-ups which combine the most modern communication structures with trailblazing software. The event is an opportunity for young start-ups to present their novel business models to a wide audience of specialists.

Further information on the prizewinners and the founder competition is available under www.gruenderwettbewerb.de.

About zweitgeist:

The Hamburg company zweitgeist GmbH was founded in June 2006. zweitgeist provides the product of the same name – which was awarded the „Innovation Prize Web 2.0“ in November 2006 by the State of Baden-Württemberg – as free of charge download. The social software makes people visible on web pages and makes context-related communication possible across all web pages. zweitgeist cooperates with communities and offers them a new form of communication for their users. The managing directors of zweitgeist are Dr. Heiner Wolf, Christine Stumpf and Jan Andresen. For further information and free of charge download visit <http://www.zweitgeist.com>

About the High-Tech Gründerfonds:

The High-Tech Gründerfond invests risk capital in young technology companies which have good prospects and which translate very promising research findings into a profit-making business. With the aid of seed financing of up to 500k EUR, the start-ups are to be put in a position to carry on the R&D project up to the completion of a prototype, proof of concept or until market launch. It is expected by the High-Tech Gründerfonds that 20 % (in the new German states 10 %) of the sum invested by them is also invested by the founders themselves and a further third investor. With the participatory financing, the fund acquires open shares amounting to 15 % of the share capital of the portfolio company. The High-Tech Gründerfonds emerged from the initiative “Partners for innovation” and has a fund volume of around 260 million EURO. Investors in the public-private partnership are the German Federal Ministry of Economics and Technology, the KfW bank group and the three industrial groups BASF, Deutsche Telekom and Siemens.

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