

– PRESS RELEASE –
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Nikolai Roth is new Business Development Manager at zweitgeist GmbH

Hamburg, Mai 24, 2007 – zweitgeist GmbH is putting their money on Nikolai Roth as new Business Development Manager. Roth, born in Göttingen, has been supporting the social software weblin team since the beginning of May.

After obtaining his degree in communications management, Roth managed a team of six as Head of Music at arvato mobile GmbH. In addition to managing the international music licenses, he was responsible for the strategic alignment of the music department.

From September 2005 to January 2006, Nikolai Roth worked for Indiciu Technology Group Pty Ltd as Mobile Entertainment Consultant in Sydney. He then returned as Director B2B to arvato mobile GmbH in April 2006. Not only was he responsible for the worldwide acquisition of new customers but also for the sale of arvato mobile services.

Nikolai Roth takes over the business development and sales sectors.

weblin:

The Hamburg company zweitgeist GmbH was founded in June 2006. zweitgeist provides the product weblin as a free of charge download. The programme was awarded the “Innovation Prize Web 2.0” in November 2006 by the State of Baden-Württemberg, nominated lighthouse project of the High Tech Founder Fund in March 2007 and awarded the “CyberOne Award 2007” of the State of Baden-Württemberg in May 2007. The social software weblin makes people visible on web pages and makes communication possible across all web pages. It brings people with the same interests together. zweitgeist cooperates with communities on the weblin platform by expanding the marketing effect of the communities. One of zweitgeist’s first cooperation partners is Windows Live Messenger Germany.

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

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