PRESS RELEASE

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Weblin Frees Avatars to Roam the Web
New Social Browsing Application Is Registration Free

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NEWS FACTS

Weblin, a universal avatar solution that allows you to communicate on any site as you surf the Web, today announced the launch of an online version of their award-winning Weblin product.

Weblin.lite (Lite.Weblin.com) is a tool that allows Web surfers to make themselves visible to other users by assigning an avatar, or "weblin" to depict a user at the bottom of a Web site. With the application, any weblins who are on the same site at the same time will see each other and be able to communicate. Weblins are able to chat, move and display a range of emotions in 3D.

Weblin.lite is an Internet-based version of Weblin, a fully functional avatar tool available for download. Unlike Weblin, Weblin.lite requires no download and registration, and is available for Windows, Mac and Linux platforms on all Browsers including Internet Explorer, Firefox, Safari and Opera. To get started, users simply visit the Weblin.lite homepage and type in the site they'd like to visit. Weblin.lite then transports them to the site and assigns an avatar that can be used to chat and interact with other weblins. A right mouse click on your weblin allows you to invite friends and visit other Web sites using Weblin.lite.

QUOTES

"Weblin adds a social element to Web surfing that encourages people to meet new friends with similar interests. With Weblin.lite, we wanted to give new users a simple way to try out Weblin and use an avatar as they explore the Web, while giving our existing fans an outlet for accessing Weblin from anywhere." --Jan Andresen, CEO of Weblin.

ABOUT WEBLIN

Weblin was founded in 2006, and is funded by T-Venture Holding, one of Germany's leading venture capital firms. The company has received multiple Web 2.0 innovation prizes including Red Herring Europe 100, and *Business 2.0* magazine recently voted Weblin to be one of the most promising non-U.S. Web 2.0 companies. Companies such as Microsoft, IBM, and Italian car maker Lancia are already using Weblin to expand the reach of their community, create stickiness, and provide a revolutionary immersive web experiences. For further information please visit: http://www.weblin.com