

## SMALL WORLD LABS EXPANDS INTO EUROPE

### LEADING PROVIDER OF SOCIAL MEDIA SOFTWARE SIGNS AGREEMENT WITH CRM SOLUTION PROVIDER; EXTENDS REACH ACROSS THE UNITED KINGDOM

Austin, TX, September 30, 2008 – Small World Labs, a leading provider of enterprise social media solutions and online community building expertise, today announced an agreement with the ProTech group of companies that will make Small World Labs software available throughout the United Kingdom. ProTech, a 12-year-old provider of customer relationship management (CRM) software used by the Professional Footballer's Association, the Liberal Democrat political party, the Institute of Chartered Accountants in England and Wales, the Institute of Physics, the Royal British Legion and other high-profile organizations, will immediately begin making Small World Labs solutions available to its installed base, and plans to expand its business by offering Small World Labs to the growing market for online community software across the region in general.

ProTech will provide the full line of Small World Labs' customizable online community platforms, supporting organizations in their efforts to build awareness, acquire new constituents and strengthen relationships with existing audiences. The company expects many of its customers will initially adopt features such as photo and video sharing, specialized groups and forums, and blogs; incrementally adding functionality as the community grows.

"We are seeing great demand throughout the region for online community solutions and with Small World Labs we believe we're among the very first in England to come to market with a comprehensive offering," said Mark Trough, founder and managing director of ProTech. "We see Small World Labs as an important factor in the continued growth of our business and believe the applications will prove invaluable to our clients."

"The agreement with ProTech is an important milestone in the evolution of Small World Labs and one we believe will accelerate our already healthy growth," said Michael Wilson, CEO of Small World Labs. "ProTech is exactly the caliber of company we look for when considering business relationships. Many organizations throughout the UK already put their trust in ProTech and can now look to them for proven social media software and community building counsel."

Small World Labs social media software is designed and packaged to meet the unique needs of internally or externally-facing communities across a number of industries, including Retail, Technology, Healthcare, Print Media and Entertainment, Financial Services, Sports and Non-profit.