

amiando joins Facebook Connect as the first European company, and leverages the power of social influence for event organization.

Munich – July 23, 2008 – amiando, the leading tool for online event organization in Europe, today announced plans to implement Facebook Connect to boost the power of amiando ViralTickets, its recently released social promotion system for events.

“Events are the most important social happening. Therefore we will use Facebook Connect to let event organizers and their guests enjoy, recommend and promote events within the social context of their real identity and friendships on Facebook®. ”, said Felix Haas, CEO of amiando.

The key feature of amiando’s implementation of Facebook Connect will focus on boosting the power of amiando ViralTickets, the recently released social promotion system for events. ViralTickets enables event organizers to leverage the internet’s viral effects for their event marketing. Using word-of-mouth marketing they can sell significantly more tickets with less marketing effort.

Facebook users will be able to easily recommend their favorite events to friends and colleagues. Using ViralTickets, they can offer an exclusive discount to their contacts and will also be rewarded with a referral bonus themselves. This makes recommending and promoting events fun, easy and highly rewarding for all sides - guests, friends and event organizers.

Facebook gives everyone the power to share with the people they care about making the world more open and transparent. When Facebook users log in to amiando with Facebook Connect, they are able to publish their actions back on Facebook, which enables them to share more information with their friends than ever before.

About amiando

amiando is the leading tool for online event organization in Europe and makes professional event organization easy. It offers online-based tools for invitation management, ticketing and community building for every kind of event. All tools are easy-to-use and have a convenient pay-as-you-go pricing.

amiando’s award-winning tools are being used throughout Europe, US and Asia for organizing more than 50,000 events. Thousands of organizers worldwide are choosing amiando to manage their events online. amiando, a Red Herring 100 Europe 2008 Winner, is backed by renowned venture capital company Wellington Partners.

<http://www.amiando.com>

Contact

Felix Haas

Phone: +1-6502658687

Mail: felix.haas@amiando.com

www.amiando.com/press

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