

For Immediate Release

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TOKONI LAUNCHES SOCIAL MEDIA COMMUNITY FOR SHARED STORYTELLING

Former eBay and Skype Execs' Latest Venture Provides Forum for Personal Stories and Experiences, Including Active Political Community

CUPERTINO, Calif. – October 6, 2008 – Tokoni, a social media community that provides a platform for people to share personal stories of life's diverse experiences, formally launched today with extensive user-generated content and several new site and community features. The new tools enhance the Tokoni offering and emphasize the power of shared storytelling to entertain, inform, influence and inspire others. Founded by former eBay executive Mary Lou Song and former Skype president Alex Kazim, Tokoni is a central network for people to share their stories – on topics from arts & entertainment and family to health and science & technology – including an active political community that embraces differing viewpoints on many heated election issues.

Unlike blogs, message boards or other social media offerings, Tokoni, the Tongan word for "help," serves to bring down content and community barriers associated with current social media sites and blogging platforms, according to company founders.

"We created Tokoni to fill the distinct need for an online community where individual stories of life's experiences have a voice and are valued, and where the collective wisdom of the community is celebrated," said Alex Kazim, co-founder and CEO of Tokoni. "The growth of social media has enabled people to control how they create, consume and share content and personal experiences online; however, participation in the social Web is still daunting to the mainstream. Tokoni makes sharing your own story easy."

Tokoni has been quietly amassing an active community, user-generated content and unique community tools since it went live in November 2007, all of which exemplify Song and Kazim's aspiration to democratize online content through storytelling. Currently, community members can post stories in 19 broad categories and enhance stories with photo and video uploads. Users can search or browse among life's diverse experiences by category, member or hub, where groups can share collections of stories and join discussions. Community members are encouraged to connect with each other over shared stories of interest by posting comments, linking to favorite stories and rewarding "tokens" for liked stories and authors.

To further enhance user personalization tools and foster an active and supportive community, Tokoni has unveiled several new features that make sharing personal experiences and opinions even more compelling. New features include:

- Collections – like a personal "play list", members can create a collection of their favorite Tokoni stories, grouping "life episode" stories together (e.g., wedding stories, pet stories or travel stories)
- Bubble Browser – a visual search tool that enables community members to view the multiple ways in which stories, users and categories are interconnected within the Tokoni Universe. Each time a user "connects" a story, a new link is created in the story web. Users can serendipitously explore new topics and stories by following where each link leads
- Fan Pages – to follow story postings of favorite community members, users can become members of their fan club. Members receive an email from Tokoni notifying them when a favorite author posts a new story
- Tokens – to help build and foster an interactive, supportive community, Tokoni members can give tokens to other members, sending an emotional response to an author. Tokens include:

Thanks for sharing
Been there
Good to know

One of my favorites
That's amazing!
Very funny

As people increasingly turn to social media to get news or exchange views on the upcoming presidential election, Tokoni brings a new forum to the Internet community, with active and engaged political voices that offer the personal stories behind the heated election issues. Tokoni recently announced a partnership with WomenCount.org, the non-profit arm of the organization's PAC, to provide the communications platform for their newly launched "I'm a woman. I have issues." campaign, encouraging women to communicate their opinions on the political issues that matter most to them at a dedicated campaign site, <http://womencount.tokoni.com>. WomenCount plans to collect the individual stories shared on the site and deliver those messages to the McCain and Obama campaigns, the media and party leaders.

"This presidential election is about the voice of the people, and we aim to give everyone an opportunity to explore issues and points of view with greater understanding and appreciation," added Mary Lou Song, co-founder and vice-president, Community. "Our partnership with WomenCount further underscores our belief in the value of shared stories and experiences, and how they can impact people's lives, even the political process."

In addition to Song and Kazim, Tokoni is backed by eBay Inc., several former eBay executives, as well as eBay founder Pierre Omidyar. To become a member of the Tokoni community and share your stories, visit <http://www.tokoni.com>.

About Tokoni

Founded in August 2007 by former eBay executives, Tokoni is a social media community where people share their diverse stories of life experiences to entertain, inform, influence and inspire others. Tokoni is helping to shape the next generation of social media by breaking down existing content, connection and community barriers of today's social Web experience. More information about Tokoni is available at www.tokoni.com.