

Press Release, No. 2-2011

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‘Twitter’ for business - United Planet launches microblog for the Intranet

London, 28 February 2011. United Planet has launched ‘140’, a microblog designed to provide the Intranet and Enterprise Portal market with a ‘Twitter for Business’ App that will enable companies to pick up on the current social media trend and introduce the benefits of a 140 character-based instant messaging service to companies of all sizes.

More and more businesses are discovering that they can use Web 2.0 for company communications and have recognised the internal value of blogs, chat rooms and forums after an initial period of scepticism. United Planet’s launch of ‘140’ confirms that there is a real opportunity to improve internal communications by adopting the new breed of social media tools in the business environment.

Axel Wessendorf, Managing Director of United Planet, explains the idea behind ‘140’: “Most people use Twitter and Facebook privately for communication with friends and acquaintances to tell them what they are doing, instantaneously, but businesses can benefit from this capability too. Improved inter-departmental communication will not only ensure that employees can be kept informed without delay and without overloading email accounts unnecessarily. It will also make a big impact on team spirit.”

United Planet expects ‘140’ to support new business by providing immediate internal notification of contract wins which can be used by marketing to promote sales externally. Product development teams will be able to incorporate feedback from customers via the sales team in a more timely manner. The new App will also make it easier to share links to specialist articles on the internet or to provide ongoing updates about items of general interest to the entire company, for example about construction work on site.

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United Planet's '140' App is available for only 40 Euros for an unlimited number of users via the Intrexx Application Store. To facilitate communication outside of the office, a free mobile App for iPhone, BlackBerry & other smart phones is included in the delivery.

Further information at www.intrexx.com/en/140.

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About United Planet

United Planet is one of the leading developers of Enterprise Portal software in Europe. Its Java based, standard software Intrexx enables companies to create Enterprise Portals, Intranets and Web Applications cost effectively, without the need for programming by using 'drag and drop' technology and pre-created solutions for quality management, document management and process management to optimise internal workflow. Intrexx runs on Windows as well as on Mac OS X, Linux and Sun Solaris, and incorporates several Business Adapters to ensure that third-party data from Lotus Notes and other ERP solutions can be easily integrated in the Intrexx Portal. A special Business Adapter for MS Office also makes it possible to integrate and edit Microsoft Office Documents without the need for Microsoft Office SharePoint Server (MOSS). United Planet is headquartered in Freiburg, Germany and also has offices in Windsor. The company is supported by over 100 Business Partners worldwide.

Contact person:

Mr. Dirk Müller

United Planet

Schnewlinstrasse 2

Freiburg, Germany

Phone +49 (0) 761/ 20703-318

Fax +49 (0) 761/ 20703-530

www.unitedplanet.com