



Open Application platform for German StudiVZ

Facebook's success story now available for studiVZ

Berlin, March 9th 2009: Just like Facebook's open Application platform, Berlin-based **plista GmbH** improves German major social networks **StudiVZ**, **SchülerVZ** and **MeinVZ** with its own open application platform. External developers are now able to easily develop and integrate 3rd-party applications into all three social networks.

With a new version of the famous SuperPoke application from Facebook, plista publishes the first software **PowerPoke** for the new application platform. Users can poke their friends with over 50 PowerPokes and invite them "for coffee" or "pinch their nose". plista also announces additional applications for the near future. Furthermore, the application platform is open to external developers, who are able to develop and integrate their own applications easily.

Andreas Richter, CIO of plista states: "The focus of our application platform is the end user. We want to provide an easy-to-use and comfortable solution for using additional applications within the users' natural web environment. This gives us the chance to transfer Facebooks' success story to our proven domestic social networks. Another major issue of our platform is the openness for external developers."

Technically, the application platform runs via an API which can be accessed through a browser extension for Firefox. The applications are integrated client-sided into the sites through the extension.

The application is available for free download at <http://poke.plista.com>

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About plista GmbH

plista is the first preference-based ad network and provides a new highly efficient ad format for Publishers and Advertisers. It delivers more than five million Recommendation Ads per day similar to the ©Amazon principle: „That could be interesting for you“ or „people who read this, also buy/read...“! The new preference-based ad format is for Publishers and Advertisers an innovative solution for efficiently and easy market their products and websites.

The plista GmbH was founded in July 2008 by Dominik Matyka (CEO), Christian Laase (COO) and Andreas Richter (CIO) and currently has 30 employees in IT, Marketing and Management. The headquarter is in Berlin (Mitte).

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Graphical Materials

High-resolution images and other material can be found on our website:

<http://www.plista.com/infos/press?lang=eng>