



## plista opens for the public and integrates Facebook Connect

**Berlin, March 2<sup>nd</sup> 2009:** From March 2<sup>nd</sup> 2009, Berlin-based plista GmbH is opening its personalization and recommendation network **plista.com** for the public. After a successful closed beta testing beginning this year, the network is now open for all internet users.

Besides an enhanced **Firefox extension**, the first stable version for **Internet Explorer** is available for download on plista.com. For the public roll-out, the integration of **Facebook Connect** into the service was realized, allowing for the import of friends for following their activity across multiple domains. Furthermore the network was significantly extended and supports over 100 German and international Websites.

As an additional add-on for bloggers, plista released its free native **WordPress Plugin**. This easy-to-install extension allows for individual recommendations, similar articles as well as Activity Feeds and relevance-based resorting of all articles for every visitor of the blog.

Andreas Richter, CIO of plista GmbH: "During the closed beta, we had the chance to collect a vast amount of feedback and wishes from our users. Based on this input, we were able to improve the service furthermore for the public launch. We are happy to finally present our baby to the public!"

For the upcoming weeks plista announces additional features, such as the **plista portal** – a versatile destination site for end users – as well as a corresponding **Facebook Application**. These platforms allow the user together with the plista Browser Extension for a more comprehensive social discovery. Besides the maintenance of user accounts and privacy settings, both platforms focus on additional social features such as friends lists and activity feeds as well as a new social discovery for the whole plista network.

All products are available for free download at <http://www.plista.com>

### 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).