

For Immediate Release



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**Socialcast Recognized by KMWorld Magazine as one of
“100 Companies that Matter in Knowledge Management” in 2008**

Recognition highlights Socialcast’s corporate social networking technology for its distinctive idea creation and knowledge management capabilities

IRVINE, CA – MARCH 3, 2008 – Socialcast (www.socialcast.com), a leading provider of on-demand corporate social networks, has been named one of “100 Companies that Matter in Knowledge Management” by **KMWorld Magazine**. The honor, awarded each year by KM practitioners, theorists, analysts, vendors, customers and colleagues, recognizes Socialcast’s knowledge-creation and community development software as one of the most influential and powerful solutions in the KM landscape today.

“Companies on our list must show agile innovation combined with a full understanding of the forces that affect, and will affect, their customers,” said **Hugh McKellar**, editor-in-chief of KMWorld. “Socialcast stands out for its customer-centric, powerful and highly practical software that leverages the untapped employee knowledge that companies want and need.”

The announcement precedes the formal launch of Socialcast’s version 2.0 platform, which will debut at the *Software 2008* show on April 29 and 30 in Las Vegas, NV. Featuring the most dynamic and powerful knowledge management features available to date, Socialcast 2.0 will expand on the ability of previous versions to harness the collective intelligence of a company’s workforce.

“Socialcast is honored to be recognized by KMWorld as an innovation leader,” said Socialcast Founder and CEO **Timothy Young**. “We strive to integrate the idea that ‘knowledge is social’ into our corporate knowledge management solutions. This recognition by KMWorld further elevates our goal of empowering employees via collective intelligence.”

ABOUT SOCIALCAST

As a proven, successful leader in the corporate knowledge management arena, Socialcast puts an entire company’s brain to work with its on-demand corporate social networks. Our technology unites traditional intranet features with social networking functionality to foster knowledge creation and sharing, collaboration, and corporate culture enrichment. Socialcast is based in Irvine, CA and can be found online at www.socialcast.com.

ABOUT KMWORLD

The leading information provider serving the Knowledge, Document and Content Management systems market, KMWorld informs more than 50,000 subscribers about the components and processes - and subsequent success stories - that together offer solutions for improving business performance. KMWorld is a publishing unit of Information Today, Inc.

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