

For Immediate Release



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**Socialcast™ Selected for Exclusive *Innovation Showcase* Event at the Software 2008 / Interop Conference in Las Vegas, NV in April**

*Irvine-based provider of corporate social networks to unveil the newest version of its "Enterprise 2.0" software platform on April 29*

**IRVINE, CA – APRIL 8, 2008** – Socialcast ([www.socialcast.com](http://www.socialcast.com)), a leading provider of on-demand corporate social networks, has been selected to present in TechWeb's *Innovation Showcase* at the Software 2008 / Interop Conference in Las Vegas, NV at the Mandalay Bay Convention Center on April 29 and 30. Winning companies were chosen by the **Sand Hill Group** ([www.sandhill.com](http://www.sandhill.com)) for their cutting-edge business and IT solutions that represent the future of innovation in the software industry.

As one of only 14 winners selected from hundreds of applicants, **Socialcast** will publicly launch its newest enterprise community software platform during its *Innovation Showcase* presentation. Socialcast will be highlighted along with other Enterprise 2.0 standouts, and will be the exclusive presenter of enterprise-level social networking technology at the Showcase.

"Socialcast's software embodies innovation at its finest in the quest to solve an ever-growing set of challenges and needs in the Enterprise 2.0 space," said **M.R. Rangaswami**, Sand Hill Group co-founder and Software 2008 Executive Conference Director. "Socialcast is the clear leader in this market, giving companies the chance to harness the collective intelligence that resides inside the minds of their employees."

Socialcast Founder and CEO **Timothy Young** will present a live demo of the company's newest software platform at **12:30pm on Tuesday, April 29** on the Software 2008 expo floor during the *Innovation Showcase*. This will be the first public opportunity to view **Socialcast 2.0**, which promises to solve the problems of knowledge silos, generation gaps in the workplace, and collaboration across geographic boundaries. After the *Innovation Showcase*, Socialcast will be presenting live demonstrations of its newest corporate social networking software in booth #3315 on both Tuesday and Wednesday, April 29 and 30. Conference and exposition details can be found at [www.software2008.com](http://www.software2008.com).

**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](http://www.socialcast.com).

**ABOUT SAND HILL GROUP**

Sand Hill Group serves the \$600+ billion software, services and solutions market by providing investment and management advice to emerging enterprise technology leaders. Sand Hill also owns Sandhill.com – the premier destination site and resource center for CEOs, VPs, Entrepreneurs, VCs and for members of the software industry ecosystem. Its weekly electronic newsletter is read by thousands of executives. Sand Hill produces the 'Enterprise' and 'Software' conferences for CEOs and executives in the industry and creates high-impact research reports for its constituents.

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