

For Immediate Release



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Socialcast Announces New Client Acquisitions, Pilot Programs at the Software 2008 / Interop Conference

Retailer Hot Topic deploys Socialcast's corporate social networking software;
Jet Propulsion Laboratory signs on for pilot program

IRVINE, CA – April 28, 2008 – Socialcast (www.socialcast.com), a leading provider of on-demand corporate social networks, will announce today the expansion of its client base and pilot program participants across various industries. With the addition of two key programs, Socialcast extends its software leadership in the Enterprise 2.0 sphere in the retail and R&D sectors.

Client Addition: Hot Topic

Hot Topic (Nasdaq Global Select Market: HOTT), a national retailer of alternative music related apparel and accessories, has recently launched an internal social network to District Managers, Regional Managers, and Headquarters personnel. The collaboration tools, blog functions, and search capabilities of Socialcast provide an outstanding tool for employee networking including the exchange of information and ideas between field and central staff. A complete rollout to 10,000 nationwide store employees will occur during the third quarter of 2008.

Pilot Program: Jet Propulsion Laboratory

The **Jet Propulsion Laboratory** will launch a Socialcast pilot program on May 12 as a social networking solution officially funded and piloted by **NASA's** Chief Information Officer. As NASA's workforce ages and it transitions from the Space Shuttle to new astronaut spacecraft under the Constellation Program, the space agency has a compelling interest in capturing the knowledge and expertise of employees. The knowledge of staff who worked during the Apollo era of the 1960s and 1970s has become of particular interest recently as NASA develops new space vehicles.

The announcement precedes Socialcast's presentation at the Software 2008 / Interop conference in Las Vegas, NV. Socialcast Founder and CEO **Timothy Young** will present a live demo of the company's newest software platform, **Socialcast 2.0**, at **12:30pm on Tuesday, April 29 on the Software 2008 expo floor** during the *Innovation Showcase*. Afterward, Socialcast will present live demonstrations of its newest corporate social networking software in **booth #3315** on Tuesday and Wednesday, April 29 and 30.

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 solve the problems of knowledge silos, generation gaps in the workplace, and collaboration across geographic boundaries. Socialcast is based in Irvine, CA and can be found online at www.socialcast.com.

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