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**Interactive Agency i33 communications Launches New Concept
in Web 2.0 Search for Client, Attendi, Inc.**

*Smart Combination of Search, Social Networking and Chat, Attendi Lets Users Find
and Interact with Others Who Have Similar Interests*

NEW YORK – October 10, 2007 – i33 communications, a leading independent interactive agency, announced the development of Attendi.com; a Web 2.0 search-based website that showcases a new approach to finding information from people on the Internet. Rather than searching public web content, Attendi uses an innovative blend of chat, social networking and search to capture the wisdom and life experience of real people.

As the interactive agency of record for Attendi (pronounced “attende”), i33 has provided the following services to assist with the launch: strategy development; creative design; technical planning, build and architecture; and online marketing.

“Attendi approached i33 with a novel concept – leveraging custom search functionality combined with Web 2.0 technologies to connect people who share similar ideas, passions and expertise,” said David Levin, President/CEO of i33 communications. “Given our search and social networking know-how, i33 turned Attendi’s ‘big idea’ into a functioning reality. We are continuing development by adding new functionality over the coming weeks that will further Attendi’s mission.”

i33 is currently building a first-of-its-kind “live ad unit” – advertising that is served only when a live brand representative is ready to field inquiries about a product or service through Attendi’s real-time chat functionality.

“Our live ad unit will leverage chat technology enabling traditional ad banners to spark real-time interactions between a brand and prospective customers,” said Drew Rayman, Attendi’s Founder. “i33 used its creativity to develop and enhance features and functionality on the Attendi site. It’s been an interesting ride, and I’m looking forward to a continuing a dynamic and mutually beneficial relationship with i33.”

i33 created the site using proven Web 2.0 features including:

- Rich Internet applications (Ajax-based RIAs)
- Semantically valid XHTML and HTML markup
- Folksonomy (using a new twist on tags and tag clouds)
- Cascading style sheets separating presentation from content
- Mashups, merging content from client- and server-side
- Weblog publishing tools
- User-generated content

- Use of open-source software

In addition to building out the website, i33 is developing a unique approach to grow Attendi's user base. i33's online marketing outreach campaign identifies and attracts luminaries in key online communities, inviting them and their peers to leverage Attendi's promotion and communication tools.

"Not only have we developed a new approach to online search for Attendi, but we have also embarked upon a compelling marketing solution to overcome the chicken-and-egg dilemma that newly launched social networking sites face when acquiring users," Levin said.

About i33 communications, LLC

Founded in 1995, i33 (www.i33.com) is a leading full-service interactive agency specializing in website design & development and paid search & online advertising for Fortune 500 and mid-sized companies. i33 is so confident in the results it can achieve that the agency often employs risk-sharing compensation models with its clients. i33's clients include adidas, Delphi, Publishers Clearing House, PBS and XO Communications. The agency has offices in New York, Detroit and Washington, D.C./Maryland.

About Attendi, Inc.

Attendi, Inc. is the first search engine to search people and not Web pages. It leverages its community of users to gather, categorize, and archive the database of human wisdom through the power of conversation. By integrating a real-time chat tool in its search results, Attendi personifies the Internet, creating a global social network. Its active participants are part of a living search engine. Founded in March 2007, Attendi is privately funded, founded by CEO Drew Rayman and based in New York, N.Y. For more information, please visit www.attendi.com. Attendi has patents pending at the U.S. Patent Office.

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