



NETWORKED INSIGHTS TO DISCUSS THE ENGAGEMENT METRIC AT COMMUNITY 2.0 CONFERENCE

Las Vegas, NV — May 8, 2008 – Networked Insights, a provider of customer intelligence across social media, today announced that founder and CEO Daniel Neely will be presenting at the Community 2.0 Conference, May 12-15 in Las Vegas, NV. Neely will be speaking about “Customer Engagement: The New Metric and What it Means to Your Business” and will also participate on a panel titled, “Who Owns the Community?” moderated by Matthew Lees of Patricia Seybold Group.

WHO: Daniel Neely, founder and CEO of Networked Insights. For live updates from the conference, follow Daniel Neely on Twitter: <http://twitter.com/dneely40>

WHEN: “Customer Engagement: The New Metric and What it Means to Your Business”
Wednesday, May 14, 2008 at 1:40 p.m. PT

“Who Owns the Community?”
Wednesday, May 14, 2008 at 4:50 p.m. PT

WHERE: Community 2.0 Conference at the Red Rock Casino Resort & Spa in Las Vegas, NV. For more information on the Community 2.0 Conference, please visit: www.iirusa.com/community/event-overview.xml

WHAT: As the social media culture continues to boom, companies are increasingly concerned with how many people click or join their online communities. The click rate is no longer relevant in a social Web driven by communities and interactions. Engagement is the new Web metric. Neely will discuss how the shift from clicks to engagement needs to be understood, and how the customer intelligence which results from this new metric will drive better business decisions.

“Metrics need to evolve to keep up with changes on the Web,” said Neely. “Engagement has emerged as the most effective way to inform marketing and advertising decisions by helping companies better monitor and evaluate what’s really going on with their customers and putting them at the center of the process.”

About Networked Insights

Now that business has entered the world of social networking, companies are asking, “How does social media actually contribute to customer acquisition, loyalty, and ultimately, engagement?” The short answer: responding to collective wisdom. Networked Insights delivers a real-time platform for understanding engagement within customer intelligence. Through open online communities, private customer networks, and rich social media discussion data, Networked Insights helps companies locate where customer engagement is occurring, and who is influencing the dialogue. This customer intelligence is aiding clients in identifying white space

opportunities, improving the efficiency of product development, and determining the most effective areas to spend marketing dollars. With proprietary technology and social media expertise, Networked Insights works with publishing and media companies, consumer brands, retailing/e-commerce companies, and B2B organizations. Networked Insights is privately held and based in Madison, Wisconsin. For more information, go to www.networkedinsights.com.

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