

## NEWS RELEASE

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### For Immediate Release:

## MORE THAN 500 CORPORATE SOCIAL NETWORKING AND HR LEADERS SET TO VIRTUALLY GATHER AT SELECTMINDS CONNECT™ ANNUAL CONFERENCE

*SelectMinds kicks off first virtual corporate social networking conference for clients, industry experts and HR leaders to discuss the importance of connecting current and former employees in today's economy*

**NEW YORK – November 6, 2008** – [SelectMinds, Inc.](http://www.selectminds.com), the leading provider of corporate social networking (CSN) solutions, today announced details of its seventh annual client conference, [SelectMinds CONNECT](http://www.selectminds.com). SelectMinds *CONNECT* brings together SelectMinds clients, industry leaders and the foremost experts on corporate social networking and takes place November 6-7, 2008.

This year, SelectMinds *CONNECT* is taking place in an interactive, virtual setting that will bring SelectMinds clients, industry experts and pundits, and other senior HR executives together to share best practices and learn more about how corporate social networking can transform business and help organizations manage relationships with current and former employees during today's difficult economic environment.

SelectMinds has partnered with HR.com to host the online, virtual conference. Attendees will have a unique, virtual experience, with the ability to easily attend keynote and breakout sessions, visit the SelectMinds Knowledge Center, filled with research and valuable content on the corporate social networking industry, as well as chat with each other and SelectMinds executives in the Networking Lounge.

Several SelectMinds clients including The Dow Chemical Company, IBM, and others, as well as industry experts Robert Cross, Professor of Management at the University of Virginia and Director of the Network Roundtable; and David Lee, Founder, Human Nature at Work, will share best practices in corporate social networking, enterprise 2.0 and HR.

Sessions include:

- Leading in a Connected World
- Enterprise 2.0 vs. Corporate Governance
- How IBM is Building a Network to Engage a Million Potential Advocates
- Bringing Back Retired IT Workers: Using Corporate Social Networking as an Additional Resource Channel
- Successful Onboarding Strategies to Connect and Engage New Hires
- Making the Business Case for Enterprise Social Networks at The Dow Chemical Company

Sessions on Friday, November 7 are designed exclusively for SelectMinds clients. These sessions will discuss the future development of SelectMinds solutions, a client keynote session from one of the world's largest professional services firms, as well as Regional User Group meetings, where geographically close clients can network with each other, discuss their corporate social networking initiatives, and provide direct feedback on the development of SelectMinds solutions.

“We are excited about the format of this year's conference, being brought to our clients, industry experts and select HR executives, for the first time virtually,” said Anne Berkowitch, CEO, SelectMinds. “The level of interest in the conference content is evidence that organizations are seeking unique and effective ways to build relationships and connections with current and former employees as today's economic environment continues to shift. Companies who build and leverage these relationships will find themselves ahead of the war for talent down the road. We're looking forward to an informative, interactive and engaging dialogue over the next two days.”

#### **About SelectMinds**

SelectMinds is the leading global provider of secure, corporate social networking solutions. Using the power of Web 2.0, SelectMinds helps organizations build connections among and between groups of employees, alumni, retirees, women, and other constituencies. These powerful connections drive increased knowledge sharing and collaboration, enable strategic talent sourcing, and foster employee development and retention. The result is a higher performing organization with the ability to innovate quickly, increase productivity, and hire and retain key talent. SelectMinds clients consist of leading organizations including JPMorgan, Dow Chemical, Lockheed Martin, Latham & Watkins, Schlumberger, and Deloitte. For more information, visit [www.selectminds.com](http://www.selectminds.com).

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