



FINAL – FOR IMMEDIATE RELEASE

Partnerpedia Integrates Twitter into its Private Networks for B2B Social Networking

Enables content syndication between Partnerpedia and Twitter

Vancouver, Canada – September 22, 2009 – [Partnerpedia](#) today announced that its Private Networks online partner community and channel enablement solution will be integrated with Twitter for content syndication and B2B social networking. Companies will be able to stream corporate Twitter feeds directly to their profiles in Private Networks, providing instant updates to the community. The added feature also incorporates syndicating content published in Partnerpedia for easy sharing through Twitter.

Expanding on Partnerpedia Private Networks' customized branding options, companies can link their corporate profiles on popular social networking sites to their corresponding profile in the Private Networks community. This enables companies to extend communications beyond the Partnerpedia community and increase exposure to new potential partners.

“Social networking has changed the way companies communicate and conduct business with partners,” said Richard Fouts, research director at Gartner. “It has become a platform for both internal and external corporate communications. The integration of Twitter into Private Networks extends the relationship with partners to the broader online community while maintaining the focus on driving business.”

An extension of Partnerpedia's free [Open Community](#), [Private Networks](#) enables companies to create a privately branded online community for their network of partners. Leveraging social media, collaboration and sales enablement tools, Private Networks is designed to accelerate company business through partners.

“Partnerpedia is transforming how businesses interact with their channel partners,” said Mark Sochan, CEO of Partnerpedia. “Whether it's collaborating on joint projects, providing a forum for partner-to-partner communications or now, extending market reach through Twitter, Partnerpedia has integrated the power of social media and online channel enablement to help companies drive business through partners.”

Twitter integration for Private Networks will be available at the end of October 2009 at no additional cost.

About Partnerpedia

Partnerpedia is the leading provider of online partner communities and channel enablement solutions. Leveraging the power of social networking and online media, Partnerpedia helps companies accelerate business through partner relationships. Its free flagship offering, Partnerpedia Open Community, was launched in July 2008, followed by Private Networks in June 2009. Designed for small businesses to large enterprises, Partnerpedia incorporates powerful collaboration and sales enablement tools designed to maximize business with partners.

To learn more about Partnerpedia, visit www.partnerpedia.com. For more on the company behind Partnerpedia, visit www.constructive-media.com.

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