

HiveLive Partners with Responsys to Help Companies Increase Customer Engagement and Loyalty

Partnership Brings Together the Power of Online Communities and Multichannel Marketing to Deepen Customer Relationships

Boulder, CO, Mar 10, 2008 - HiveLive, a leading enterprise social software platform provider, today announced the formation of a co-marketing partnership with Responsys, a leading global provider of on-demand email and marketing automation solutions. The partnership provides an opportunity for marketers to more effectively conduct online marketing activities focused on customer acquisition, retention, and loyalty.

"This is a great fit for both companies," said John Kembel, co-founder and CEO of HiveLive. "Responsys has the on-demand marketing platform to drive customers and prospects to Web sites, landing pages, webinars, demos, and countless other online destinations. Meanwhile, HiveLive has the technology to keep people engaged once they get there. It's the best of both worlds for businesses that deploy customer relationship management solutions to attract and retain quality customers."

The co-marketing agreement is a natural fit between two companies that have developed complimentary, on-demand marketing solutions. The partnership makes it easy for HiveLive clients to compliment their customer communities with online, multichannel marketing programs. Powered by Responsys, HiveLive customer communities can now reach critical mass faster and members can stay better connected with personalized, timely communications.

"Responsys allows leading brands to reach customers with relevant marketing messages - from Web sites and email to mobile. Now, with our partnership with HiveLive, marketers can also connect with consumers via enterprise social networks - giving companies another way to reach their customers that builds on the power of community," said Jeffrey W. Clayton, Vice President of Strategic Alliances at Responsys. "We are happy to partner with HiveLive to give marketers another way to effectively connect with their customers - dramatically boosting customer engagement and boosting sales."

HiveLive's Kembel stresses that online marketing continues to evolve and grow, making this a timely opportunity for the partnership, "Forward-thinking marketers are adding customer communities to the marketing mix at a rapid rate. Naturally, the next step is to link those communities to other successful online marketing methods."

Responsys works closely with the world's largest brands to accelerate the creation and delivery of highly individualized and integrated marketing campaigns that span email, direct mail and mobile channels. The company provides on-demand marketing solutions to some of the world's most successful brands including Apple, Avis Europe, Continental Airlines, Deutsche Lufthansa, Lands' End, and Salesforce.com.

About HiveLive

HiveLive, Inc. is the first company to deliver an enterprise social software platform that integrates social networks with information networks for business-focused communities. The company's on-demand, web-based platform is powered by a new Web 2.0 building block called a "Hive," which can be configured to support a nearly infinite range of community activities such as concept brainstorming, product feedback, design reviews, voting centers, and more. The patent-pending technology uniquely enables companies to build communities of depth, and forge tighter bonds with their customers, partners, and employees to foster innovation, creativity, loyalty, and trust. HiveLive is privately held with headquarters in Boulder, Colorado. For more information, visit hivelive.com.