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iliketotallyloveit.com Closes Business Angel Round

Bremen, Germany, November 5th 2007 – Social shopping platform iliketotallyloveit.com received financing from Argiv and investors Stephan Schambach and Stefan Friese. The investment will allow further development and promotion of the service.

After an eventful year with coverage in the press (e.g. Wired Magazine, Times), the platform for user-generated product recommendations, which was founded at the end of 2006, has obtained partners who offer extensive experience and expertise in the area of e-commerce and business development as well as financing.

About the investors:

Stephan Schambach co-founded Intershop during the mid-nineties. The company produced the first fully functional software system for internet commerce in the world. Schambach is the founder and executive chairman of the US-based Demandware, Inc. Furthermore, he supports young entrepreneurs in the IT and internet sectors through early investments.

Stefan Friese has been working in the private equity sector for years. Formerly a partner of Technologieholding VC and member of the board of executives of 3i Germany, he has been active on the market as a business angel for many years and supports companies in the IT and internet sector.

The Argiv GmbH was founded in 2007 by Karsten Schneider, one of the co-founders of the software company Intershop and also founder of Pixaco, which became Europe's leading online photo service. He successfully sold the company to Hewlett-Packard in 2006. Schneider's expertise lies in the areas of investment and management within the high-tech sector. Argiv's investments focus on companies with high growth potential, which stand out because of innovative ideas.

About iliketotallyloveit.com:

In December 2006 the beta version of iliketotallyloveit.com went online. It was founded by then-students Silke Jahn, Martin Albrecht, Till Backhaus, and Malte Goesche. The site allows users to publish and share products with the broader public which they find cool, innovative, exceptionally beautiful, or just weird. Included with every item is a link to an online shop where it can be purchased. Every user has the option to rate other users' postings. The more people vote for a product, the greater opportunity it has to advance to the front page and be exposed to even more visitors. It is a popularity contest within the community: is this product 'like totally loved' or not?

Contact:

iliketotallyloveit GmbH, Bismarckstr. 108, 28203 Bremen
Tel: +49 421 1644019, Email: contact@iliketotallyloveit.com
Web: www.iliketotallyloveit.com
Press: www.iliketotallyloveit.com/buzz