Press Release :

Palo Alto – 10.07.08

Right People reveals today the first technology that unleashes the "wisdom of the crowds", in favor of the next President of the United States!

Right People launches today the **first technology that unleashes the "wisdom of the crowds",** in favor of **the next President of the United States**. Right People Technologies is bringing a new twist to the American presidential elections with "Right People for the President", a website that will enable web users to help their favorite candidate win the elections. The technology used by Right People will give the candidates direct feedback from the American voters, with ideas and contributions on strategic campaign issues. A new way for the people to make their voices heard from the future President.

Dan Ake, Right People CEO explains: "We created Right People for the President because people want to be part of the presidential elections - especially the 2008 edition one - , because **people want more and more to speak up and be listened to**. Regular blog comments do not give them the satisfaction of being useful enough. We are very excited to help the people being heard."

This brand new application from Right People's search platform is now available online at http://www.rightpeopleforthepresident.com , through a dedicated website as well as numerous political sites and blogs. Beyond the elections, everyone should have the opportunity to help the next President of the US on his policies both at federal and local level.

A viral technology to involve potential voters
The technology used by Right People for the President gives voters an answer to their need for an arena of expression, encouraging them to get involved and not stay passive during the elections process. Right People for the President gives voters a compelling reason to engage their community of friends to support them and their candidate. The motivation to have a suggestion forwarded to the candidate, along with your picture, encourages a viral usage of the Right People player.

A viral technology to involve media and bloggers
Right People for the President can be inserted in a website or a blog in an easy copy-and-paste procedure. It gives bloggers a way to reinforce their influence, and an efficient way for their readers to be active regarding the elections. It gives them a compelling reason to engage their community of readers to support the candidate of their choice. The motivation to have a suggestion coming from their blog forwarded to the candidate encourages a viral usage of the Right People player.

« Right People for the President » is a ground breaking first in the history of the American elections; it brings forward the social media technology as a new tool for democracy.

About Right People Technologies

Right People is a technology company, specializing in social media and distributed platforms. Right People's mission is to link people through the internet or their mobile phones, not only online, but also in real life - allowing anyone, anywhere, to interact and communicate with people around them who share their professional or private interests. Right People Technologies is the first company from the fast expanding social network sector to be listed on Euronext NYSE.

http://www.rightpeople.mobi

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