

## CONDUIT® BOLSTERS NETWORK WITH A DOZEN NEW PUBLISHERS ACROSS HOTTEST VERTICALS: SOCIAL GAMING, MUSIC & FOOD and MORE

Conduit announces new publishers from some of the most popular sectors of business as the latest to leverage state of the art engagement solutions.

**November 07, 2011** — San Mateo, CA. – Conduit® ([www.conduit.com](http://www.conduit.com)), the largest global network of browser and mobile app publishers with more than 260,000 members and 250 million customers, today announced publishers from some of the most popular sectors of business are among the latest to leverage state of the art engagement solutions from Conduit and recent acquisition, Wibiya.

eHow.com, leading online destination for expert tips, advice and know-how, has created an app that puts millions of articles and videos at your fingertips, allowing for instant browser search anytime, anywhere. Also aiming to improve productivity, ResumeBucket, the perfect tool for any job seeker, has created an app that allows users to create a resume and apply for jobs without opening a new browser tab. SpeedDate, the leading mobile dating service, has created an app using Conduit that allows speed-daters to connect and flirt with over 18 million people instantly from the browser.

The lineup of Conduit-powered Community Toolbars has also expanded to include Profile Song, whose toolbar allows users to post their favorite music directly to their Facebook profile. "Joining the Conduit Network enhanced our offerings by making it simple to promote our tool and enhanced our user's experience by allowing them to browse the web while accessing their music. The results we have seen with installations from our toolbar have proven to be an asset to our continued success." said Ali Emami, Founder of Profile Song.

The GiveBackAmerica Fundraising Toolbar automatically credits favorite causes with any sales commissions generated when users visit sites from participating retailers. The popular online casual game Slingo has created a toolbar that keeps players in the game by giving them the ability to access messages, friend requests and more right from the browser.

Wibiya's web bars have been adopted by a number of websites recently including English writing software provider WhiteSmoke who are further engaging users through one click access to the site's suite of translation tools and social apps. In the FMCG sector, popular health and skin care products manufacturer, Garnier, is using a web bar to keep fans engaged via social channels, including Facebook, Twitter and Google+, without having to navigate away from Garnier's site. And BakeSpace, the leading social network for foodies, gives users access to recipe recommendations, the site's social channels, and much more via their web bar created with Wibiya.

"The summer was incredibly busy for Conduit and the fall has shaped up to be even more eventful as additional publishers recognize the power of our solutions," said Conduit President Adam Boyden. "Publishers understand the value of the relationship with their users and are turning to Conduit to help them reach and further engage their communities. While Wibiya allows publishers to keep their users engaged for longer while on their websites, Conduit allows publishers to extend those relationships as their users leave their sites and travel the web."

A number of existing Conduit publishers have also recently added Wibiya's web bar to their sites including the premier destination for free download games - FreeRideGames.com, Army Wife Network and Brothersoft.

Conduit's solutions are currently in use by hundreds of thousands of publishers, including Major League Baseball, Groupon, Fox News and Travelocity.

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