



Loomia provides enhanced social interactive features for news and sports at CBC.ca

Loomia's SeenThis? widget provides Canada's national public broadcaster with personalized, relevant recommendations

San Francisco, CA (June 17, 2008) — Loomia™(www.loomia.com) announced today that its Similar Item recommendations and *SeenThis?* social network recommendations have been launched on the Canadian Broadcasting Corporation's CBC News (CBCnews.ca) and CBC Sports (CBCsports.ca) websites. Now, CBC's millions of Canadian and international online viewers can quickly discover and share the news stories that resonate with their personal interests, based on relevant recommendations from similarly-minded CBC readers, along with the articles, videos, and blog posts that are popular with their friends from social networking sites.

CBC News is the latest media partner to join Loomia's *SeenThis?* platform, alongside leading publishers such as NBC Universal, the Wall Street Journal, and CNET Networks. Loomia, a leading website personalization and social convergence provider, leverages behavioral, textual, and social graph data in its recommendations to deliver a more powerful, individually relevant experience. Through a *SeenThis?* onsite widget and a companion application on the Facebook® Platform, *SeenThis?* fans can now tap into who's reading what across CBC News's local, regional and national news stories and its sports news coverage of NHL hockey, FIFA World Cup Football, curling, and more.

On CBCNews.ca and CBCSports.ca, visitors will find a "People Who Like This Also Like" list of Loomia recommendations next to a full-page article, on the right-hand sidebar. For visitors active on Facebook, those opting into *SeenThis?* will see an additional set of annotated social recommendations subtitled "Your Facebook Friends Also Read." For example, depending on their social network affiliations, CBC readers could see article links that are noted as "Seen by 6 Friends"; "Popular" within groups such as "Fans of the Calgary Flames" or "McGill University's Outdoor Club"; or "Popular" within work, school or regional networks such as "Montreal." Within the accompanying *SeenThis?* application on the Facebook Platform, users can stay tuned to their networks' activities through a News Feed, Mini-Feed or *SeenThis?* home canvas page. Users have full control over how they share content.

"According to recent comScore Media Matrix data, Facebook is Canada's 4th most trafficked site and Toronto has the second largest Facebook network," said Dave McMurtry, Loomia's CEO. "We're pleased to help CBC tap into the reach of leading social networking sites to add a new, virally-engaging dimension to their outstanding news and sports coverage. Canadians at home and abroad can stay connected with their friends and favorite content, wherever they go, across CBC and the Web."

"Loomia adds a whole new social dynamic to how our audience in Canada and around the world can discover, spread, and engage with CBC's most compelling

content,” said Steve Billinger, Executive Director of Digital Programming & Business Development for CBC. “Whether they’re on CBC.ca or immersed in a social networking site, our audience can now better find the content that is of highest interest to our readers and their friends.”

Users can sign up for **SeenThis?** at www.cbc.ca or <http://seenthis.loomia.com/>

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About Loomia Inc.

Loomia’s recommendations platform empowers consumer discovery of content and products related to their individual interests. Loomia’s technologies encompass multiple dimensions of user relevance, including behavioral, textual, contextual, and social network data. Its new *SeenThis?* social convergence application uniquely bridges established social networking sites with media sites, allowing consumers to see at-a-glance what items are popular with their personal circles, wherever they go -- right on their favorite content sites, as well as within social networking sites.

Loomia’s SaaS-based platform powers more than 50 media publishers and retail websites, including The Wall Street Journal, NBC Universal, CBC/Radio-Canada, CNET Networks, and Audible. Founded in 2004, Loomia is a privately held company based in San Francisco, CA. Loomia is backed by Asset Management, GE/NBC Universal’s Peacock Equity, and Telefónica Capital, as well as leading angel investors. For more information, visit www.loomia.com.

About CBC/Radio-Canada

CBC/Radio-Canada is Canada's national public broadcaster and one of its largest cultural institutions. With 29 services offered on radio, television, the internet, satellite radio, and digital audio, as well as through its record and music distribution service and wireless WAP and SMS messaging services, CBC/Radio-Canada is available how, where, and when Canadians want it.

Through this array of activities, CBC/Radio-Canada brings diverse regional and cultural perspectives into the daily lives of Canadians in English, French, and eight Aboriginal languages, in nine languages on its international Radio service, Radio Canada International, and in eight languages on its Web-based Radio service RCI viva, a service for recent and aspiring immigrants to Canada.

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