

February 18, 2009

**Social Technology companies gathering in  
“Networking World Forum” a leading social technology  
event in London**

*MySpace, LinkedIn, Friendster, Ecademy, Plaxo, Beat Communication  
and many other social technology companies will speak at the event.*

TOKYO—February 18, 2009—Beat Communication Co. Ltd will participate in the Social Networking World Forum (located at Olympia Conference Centre, London on the 9<sup>th</sup> and 10<sup>th</sup> March 2009: <http://www.socialnetworking-forum.com>). MySpace, LinkedIn, Friendster, Ecademy, Plaxo, and many other social technology oriented companies will speak at the event. Mr. Murai, CEO and Founder of Beat Communication, will participate as one of panelist for “*Integrating Social Networking with B2B marketing*” that is scheduled at 12:30 am on the 9<sup>th</sup> March. For more information: (<http://www.socialnetworking-forum.com/images/stories/brochure1.pdf>)

Beat Communication will deliver informations on trends and case studies of social networking business we have experienced in the Japanese market and talk about the impact of social networking and how it is becoming the effective management platforms among Japanese companies.

In the Social Networking World Forum, the key players of social networking markets will deliver talks on various topics of social networking. These global brands and organizations integrate the social networking into their marketing strategies.

Improving customer relations, as the Coca-Cola Company introduces, provides profitable information for the brand to develop better products or services, which leads to the increase of their revenues. Using social media, as British Airways introduces, also creates more opportunities to engage customers and promotes their sales.

The demand of integrating social networking into the marketing strategies is increasing in U.K year by year according to the survey of BT Tradespace revealed on the 16<sup>th</sup>

December 2008. The research tells us 15% of companies in U.K use the social networking sites for their brand promotion.

In the current economic climate, companies are required to minimize costs and maximize efficiency in their managements. The solutions with social networking definitely will increase opportunities to gain more revenue and improve communication within companies and the one with customers. Beat Communication will endeavor at promoting our business management solutions with social networking around the world.

In terms of the future of social networking, we need to look at the mobile social networking. The Mobile Social Networking Forum is also co-located with the Social Networking Forum, and a large number of participants are expected.

To register online, please visit the website:

<http://www.socialnetworking-forum.com/register/free-exhibition.html>

**About Six Degrees Events Ltd.**

Six Degrees is an events company specializing in Social Media conferences and exhibitions.

It recognizes the significance that social media is and will play in the future of the online and mobile industries, and are committed to developing a series of top level shows to support the industry. Six Degrees is committed to engaging all of the key industry professionals in one event experience giving attendees the greatest networking opportunity.

Social Networking World Forum - 9th and 10th March 09, London -

<http://www.socialnetworking-forum.com>

Mobile Social Networking Forum - 9th and 10th March 09, London -

<http://www.socialnetworking-forum.com/mobile-forum>

Social Networking World Forum Asia 22th-23th Sep 2009, Singapore-

<http://www.socialnetworking-asia.com/>

Social Networking World Forum North America, 10<sup>th</sup>-11<sup>th</sup> Nov 2009, California,  
USA-<http://www.socialnetworking-northamerica.com/>

**About Beat Communication Co., Ltd.**

The pioneer in enterprise 2.0 social solution in Japan, Beat Communication originates from the researches of Social Graph done at Keio University. For more information, please visit our website: <http://www.beat.co.jp/en/>

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