

Press Release

Number 1 in Italy, leading social network accross Europe

Netlog is the favorite destination for Italian social networkers

Milano, Italy – October 27th, 2008 – Netlog, Europe's leading social networking platform, has registered more than 1.5 billion page views during the month of September on its Italian site alone this amounting to more than 850 million minutes spent online by its members. According to [ComScore](#), Netlog's Italian site receives more than 4.5 million visits every day, is the number one social networking destination for youth and young adults in Italy.

“We are thrilled to see that we are so popular in Italy and that Netlog is a favorite place for the Italian youth to go online. For us, Italy was always one of our greatest supporters and we are very thankful for that” said Lorenz Bogaert, Netlog's CEO.

Netlog is also an innovator. Similar to the individual members, brands can create their own web page with a blog, pictures, music, videos, events and much more to share with friends and fans thus having the opportunity to communicate their latest news while connecting quickly and directly with them. Moreover, thanks to Netlog's unique localization technology, each advertiser's content is geo-targeted and personalized guaranteeing therefore that their message gets to the right people quickly and in an un-invasive way.

[Luisella Gianni](#), Netlog's New Business Development Manager for Italy, says: “We have more than 2.5 million registered users in Italy, a fairly balanced gender representation (59% female, 41% male) and a very young user base (more than 70% are between 13–24). So, Netlog is definitely the coolest place to visit and to advertise in Italy.”

About Netlog

[Netlog](#) is the leading social networking destination in Europe with over 35 million registered users throughout the continent. Netlog provides a fun environment where people communicate and connect with friends, like-minded people and local communities. The site is available in 25 languages and has 2,5 million users in Italy. According to ComScore, Netlog is Italy's most popular social networking site. In October 2008 Netlog won the Flemish Government Award for Most Promising Enterprise.