

Press Release

New-look Netlog helps users feel at home Europe's leading social network launches feature-rich homepage

November 12, 2008 – Netlog has launched a customisable homepage to enhance the user experience and give its members more power to control their online life.

The new homepage synchronises with each user's privacy settings, and allows them to select exactly what information is shown on their page. It also lets users choose their own layout, and add other useful features – such as direct links to their friends' blogs and photos or their favourite videos, shouts, clans and brands.

The homepage has already attracted a considerable fan base. Over 200,000 members switched to the new format during the first two weeks after soft launch. Italian members in particular have embraced the new format, with a third (33%) adopting it, followed by German (20%), French (13%), Dutch (10%) and Turkish users (6%).

Netlog's developers have also promised to introduce more homepage functionality features, including an even wider option of blocks for display, supporting gadgets and OpenSocial applications – as well as easier editing procedures, friendly filters and branded homepages for the truly brand-conscious.

“At Netlog, every single user's experience is important to us – which is why we continue to develop new features like the customised homepage,” said Lorenz Bogaert, Netlog CEO. “Netlog isn't just a social network. It's also an intelligent portal that allows every member to interact with their content and applications exactly the way they choose – and, of course, in their own language.”

ENDS

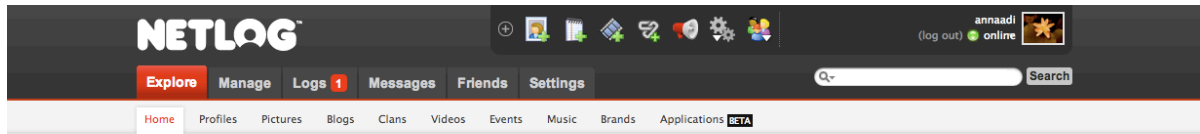
About Netlog

Netlog (<http://en.netlog.com/go/about>) 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.

Press Contact:

Ana ADI

ana@netlog.com (<mailto:ana@netlog.com>)



Welcome, **Ana**


Filter results Edit


Do you know how to pour perfection? Close

During the hundreds of years of brewing experience a unique way of pouring and serving Stella Artois® was developed. Following the right procedure is the true secret of enjoying a perfect pint of Stella Artois®. Do you know how to do this? Play [the game](#) and win an exclusive Stella Artois refrigerator.

Pictures of your friends

Today


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[More](#)

Friends log

Today

 Sveta and [Ana ADI](#) are now friends

 Davy Tollenaere imported the following blog messages:

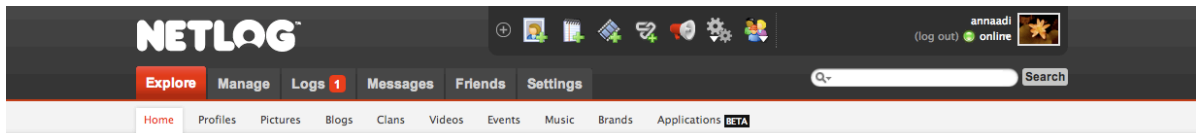
- [Google Ad Planner Opens Up To Everyone With Fresh Features](#)
- [Nimbuzz Strikes Major Distribution Deal With StudiVZ, Germany's Largest Social Network](#)
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Netlog homepage before and after customisation



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 Jeroen Fossaert adds the application 'Heineken Know The Signs'.

News

Website of the Year
6 November 2008 - Breaking news! It's time for the Website of the Year election! Netlog has been nominated for the best community site! Of course we hope to get your votes. To express your support for Netlog [vote here](#).

Polls section in your profile
4 November 2008

New feature: Private pictures
4 November 2008

Do you know how to pour perfection?
29 October 2008

New Homepage!
13 October 2008

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