

Wednesday 8<sup>th</sup> March 2006, 9:00 am Eastern Time

## Company Press Release

# **Minti launches world's first parent advice website that is powered by parents.**

**The public beta of Minti – Powered by Parents™ ([www.minti.com](http://www.minti.com)) was launched today to make it easier for mothers and fathers around the world to be the best parents they can be.**

PERTH, Australia--(BUSINESS WIRE)—March 8, 2006-- Minti, the world's first global parent-to-parent ranked advice website, has launched in public beta. With the goal of supporting mothers and fathers worldwide to become the best parents they can be, Minti provides an online community for parents to both share and rank advice about parenthood in an easy and fun environment.

Answers to urgent and important parenting questions are suddenly only a few clicks away, with Minti providing an ever increasing database of the best answers to parent's questions and problems. These answers have been contributed by parents, and continually improved by other parents, as well as being ranked based on how useful other parents have found the advice. Unlike bulletin boards, where advice is lost over time or very difficult to find, Minti provides an enduring set of reference articles judged to be the best advice on the web by parents worldwide.

“Mothers and fathers around the world are feeling more and more isolated due to the demands of today's fast paced life-style. Whilst parenting is becoming more important to us, coming up with solutions for the wide range of challenges being a parent throws at you is not always easy.” said Clay Cook, Co-founder and CEO of Minti. “Parents want a comfortable, always available, support network where advice is easily shared and its usefulness readily evaluated. Minti is very focused on providing this network to parents, and uses the Internet to make the world a smaller, more supportive place for parents in need of advice and solutions.”

Minti was born from an idea of Co-founder Rachel Cook, a mother who despaired at the lack of easy reference information for parents, and found the best advice often coming from other mothers in her local mothers' group. Minti uses a Web 2.0 community approach to provide this support and social network for parents, regardless of time of day, geographic location or the challenges each individual's life involves.

Parents who join and contribute to the site will be recognised not only for providing advice but for helping to rank the articles and grow the community. Parents worldwide who have found solutions to the challenges of child-raising now have an outlet for their knowledge, and the opportunity to provide very real assistance to other parents who are seeking to deal with the same problems. Other parents subsequently assist by commenting and improving on the original advice, and / or ranking how useful they found it when dealing with their own children.

Everyone who contributes advice is recognised, no matter how brief their contribution may be. If a member contributes a small article and it is used by another member for a new “combined article”, Minti's proprietary technology will track the original source member(s) and improve their ranking for any votes cast for the “combined article”. Members will find their rank on the site improving as they contribute additional articles and vote for other articles submitted. Using new Ajax

technology, articles can be easily “tagged” for future reference without a following a rigid category structure.

Drawing on recent “Web 2.0” developments such as: social community sites like MySpace.com; reference sites such as Wikipedia; ranked advice sites such as VirtualTourist.com and allrecipes.com; and the social “tagging” success of del.icio.us and Flickr; Minti has combined the best elements of these web-developments then focussed its offering on the parenting community worldwide.

### **About Vibe Capital Pty Ltd**

Founded by internet entrepreneurs Clay Cook, Rachel Cook and Matthew Macfarlane, Minti is a subsidiary of Vibe Capital Pty Ltd, a privately held company in Perth, Australia. Vibe Capital recently completed a venture funding round to raise A\$1.6m. Minti is the first of several ranked advice communities to be launched by Vibe Capital using its proprietary member ranking and article content tracking technology. For more information visit [www.minti.com](http://www.minti.com)

Minti™ and Powered by Parents™ are the subject of pending trade mark applications in the name of Vibe Capital Pty Ltd. Other product names and brands appearing in this press release, such as MySpace.com, Wikipedia, VirtualTourist, del.icio.us and Flickr, are, or may be claimed as, trade marks of other entities.

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