



Parenting Social Network Minti Enables Parents to Earn Cash Via PayPal

The latest release of Minti, the social network "powered by patents", provides a unique rewards system allowing active social networked parents to earn cash for participating in the community.

Perth, Australia ([PRWeb](#)) April 22, 2008 -- Since launching in March 2006, [Minti](#) has helped millions of parents to find advice, support and friendship online. Now Minti is focusing its marketing towards rewarding active members by paying them in "Minti Moolah", the new virtual currency of the Minti website. Minti Moolah can be cashed in for on-site gifts, gift-vouchers or cash via PayPal. Activities such as referring friends, active and positive involvement in

the community and completing surveys all result in payments of Minti Moolah to the member's account. Minti Moolah can also be bought using PayPal to spend on Minti gifts or to reward favourite on-site authors with gift-vouchers.

The latest release provides members with:

- * The introduction of the Minti Moolah currency.
- * Virtual Gifts and Vouchers that members can purchase with Minti Moolah and use to say thanks to other members of the Minti community.
- * Survey functionality allowing members to have their say on key topics of interest, and providing advertisers with sponsored question opportunities.
- * Free "compliments" messaging between members so they can "share the love" as they get to know parents they admire or appreciate.
- * A comprehensive address book upload and referral system, which is compatible with all the popular

desktop and web based email programs.

* A dramatically improved sign-up process, including membership progress bars to track personal progress.

Minti has extremely active and loyal members with numerous new blog posts appearing daily on the site about the benefits and friendships that parents have gained from participating in the Minti community. Now with the addition of Minti Moolah there are even more reasons for parents to join and get involved.

"We are really excited to present these new features to our Minti membership base", said Clay Cook, Minti Co-founder and CEO. "Minti is all about parents sharing their parenting experiences with others, and getting the help and support they need - and they now have the opportunity to become a parenting-advice author and earn cash from other appreciative readers for their efforts. Articles on Minti have been

life-changing for many of our site visitors and this development takes Minti to the next stage in social networking; where active members are rewarded for the contributions they make to other members and the growth of the community as a whole."

About Minti

Founded by internet entrepreneurs Clay Cook, Rachel Cook and Matthew Macfarlane, Minti was launched in March 2006 with the goal to become "the World's largest parent-to-parent advice-opedia". Minti is a subsidiary of Vibe Capital Pty Ltd, a privately held company in Perth, Australia. Vibe Capital has raised over A\$2.7m in funding to date.

Minti operates on the proprietary vibEngine platform owned by parent company Vibe Capital Pty Ltd. The vibEngine platform supports a number of social networking communities worldwide (including



Gooruze and GreatSchools.net) providing a robust and scalable suite of Web 2.0 features for licensing partners. Website monetisation is now supported by advertising, sponsored surveys, sponsored newsletters and virtual currency purchases. For more information visit www.vibecapital.com or www.minti.com

"Minti" and "Powered by Parents" are trade marks registered by Vibe Capital Pty Ltd.

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