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NEW PLATFORM GAMIFIES GOODNESS TO MAKE BUSINESS BETTER

Tech startup helps brands and charities connect with everyday heroes to accomplish corporate and social goals

Brooklyn, New York, June 10 2015 – A startup promoting its do-gooder platform at the Corporate Social Media Summit from June 15 to 16 says technology can make people—and businesses—better.

The platform, called xocial™ (soh-shuhl), recognizes and rewards the good people do at home, in their communities, at work, and at school. The ultimate goal, says CEO and co-founder Colin Duetta, is to encourage more good deeds. It's a goal that many brands, charities, foundations and employers share.

"The principle is simple," Duetta says. "See good. Do good. Feel good. xocial makes it fun to make a difference—whether that's driving your buddies home safe from the game, organizing a neighbourhood cleanup, volunteering as a peer tutor or being the one who bakes cookies for every co-worker's birthday."

The platform uses a unique algorithm to measure the difference users are making in the lives of others.

"This is where things get fun," says co-founder and chief experience officer, Michael Salvatori. "We call it your xo score™." Measurement is key, Salvatori says. "When we measure something, we can set goals, compare results and stay motivated. Plus, it brings out the healthiest form of competition—the drive to make a difference."

The platform started with the xocial app—a way to encourage good deeds and gratefulness with a simple thank you. xocial is also capturing all the thank yous sent and received over Twitter—25 every second—on its leaderboard. Check out who ranks with thanks on twitter.xocial.com.

With corporate social responsibility becoming business-as-usual, it's no surprise that xocial's ability to gamify goodness is getting attention. "We're having incredible conversations with brands and charities every day," says Duetta. "Everyone wants a new and meaningful way to turn shoulder shruggers into super fans. We can connect them with everyday heroes and help them market for good."

For more information on xocial, including media resources and assets, visit xocial.com. To arrange an interview, call 905-741-2687. If you're attending the Corporate Social Media Summit, you'll find xocial at Booth 15.

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Company Description

xocial™ (soh-shuhl) is a platform to motivate do-gooders, inspire healthy competition and help organizations engage audiences—all by measuring our positive social impact with the xo score™. The xocial app—where it all began—makes it easy to bring out the good in everyone, one thank you at a time. The xocial platform helps brands, non-profits, charitable foundations, employers and third-party apps connect with everyday heroes. Integrate your data with ours to reward do-gooders and create a movement around your product, service or cause. Together, we can gamify goodness—and make the world suck a little less.