

Koral Launches the First Web 2.0 Business Solution for Content Management

Product be unveiled today at DEMOfall 2006

SAN FRANCISCO, September 26, 2006 — Koral, a provider of Enterprise 2.0 solutions for businesses, today announced the launch of its free-to-use Content Management solution at DEMOfall 2006.

“Over the last 12 months we’ve seen a massive growth in Web 2.0 applications for consumers to help them manage their videos, photos, and blogs” said Mark Suster, CEO of Koral, “Koral is the first of a new breed of Web 2.0 solutions for businesses. Koral helps people store, share and search the business information that lives in documents, emails, web pages, and folders – while keeping everyone in sync.”

Until today, the widespread uptake of content management solutions has remained low as users struggle with hard to use systems that are overly-complex and extremely costly.

By applying the principles of Web 2.0, Koral delivers an experience that compliments the way that users work today. People can rapidly contribute documents to the system directly from their desktops. Koral analyzes your content and automatically recommends how to classify it.

By replacing complex folder-hierarchies with tags and smart-searching technology, users can quickly find what they’re looking for, subscribe to their favorite topics and receive updates and recommended content via email and RSS feeds.

The system also helps ensure that everyone is working from the most current version of a document. When a user opens a previously downloaded document, the system will alert them if there is a newer version available and – with one click – show them what’s changed compared to their desktop version.

Best of all, Koral is free-to-use. Interested individuals and organizations can register at www.koral.com.

About Koral

Koral is a content collaboration company delivering Web 2.0 for Business, launched by three serial document management entrepreneurs. The Koral solution is purpose-built for end users overwhelmed with documents in email, folders or corporate LANs and who need a better solution for sharing content with a sales force, partners, customers or collaborators. 80% of business documents live in documents rather than in databases and the majority of these documents have no management system at all. Koral aims to fill this market gap. For more information about Koral, visit <http://www.koral.com>.

About DEMOfall 2006

The annual DEMO conferences focus on emerging technologies and new products, which are hand-selected from across the spectrum of the technology marketplace. The DEMO conferences have earned their reputation for consistently identifying tomorrow's cutting-edge technologies, and have served as launch pad events for companies such as Palm, E*Trade, Handspring and U.S. Robotics, helping them secure venture funding, establish critical business relationships and influence early adopters. Each DEMO conference features approximately 70 new companies, products and technologies. DEMO conferences are held two times a year; one in February and one in September. For more information about DEMOfall 2006, please visit <http://www.demo.com>.