

Koral Selected to Launch at DEMOfall 2006

One of just 69 companies to be showcased at prestigious event

SAN FRANCISCO, September 6, 2006 -- Koral, a content collaboration company delivering Web 2.0 for Business, announced today that it was selected to participate in DEMOfall 2006, the premier launch venue for new products, technologies, and companies. The event will be held Sept. 25 – 27 in San Diego, California.

"Koral has created an exciting product that will help us manage the overwhelming number of documents on which we collaborate daily," said Chris Shipley, executive producer of DEMO. "The company has embraced the great UI principles from consumer applications and delivered a business product that is significantly easier and more cost-effective than the last generation of Enterprise Content Management tools."

DEMO conferences have introduced some of the most innovative and subsequently successful technologies in the world today. Koral was chosen as one of only 69 of the world's most promising new innovations to have been chosen to launch at the DEMOfall 2006 conference.

"Launching our company and product at DEMOfall 2006 was a priority for us because we know that industry leaders look to DEMO to identify high-potential new technologies," said Mark Suster, CEO of Koral, "We will showcase a new breed of product, delivering the benefits of Web 2.0 to business users. Existing Content Management solutions suffer from poor user-adoption, complexity and a steep price tag. Koral is a solution for the rest of us."

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 salesforce, 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 please 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>.