

Press Release
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For immediate release



FINNISH INTOLOOP AIMS TO BECOME A NEW WORLDWIDE SOCIAL NETWORKING SERVICE

Online social networking service Intoloop is currently in a test phase. Intoloop has been available to the first users this summer, and the service will become available to everyone by the end of the year. The project has been under active construction for a year; however, any information concerning it has been kept under wraps until now.

Intoloop is a service that provides its users with a new way of forming networks based on their personal interests. "With Intoloop, users receive information about the things they are passionate about, whereas with other services such as Facebook the information about things one really finds interesting is mixed with all the other information in an inconvenient way," says Creative Director Mr Petri Hiissa. According to Hiissa, Intoloop will revolutionize the user interface of social media services in a way similar to how the iPhone revolutionized the user interface of smartphones. "The service is developed by Finns, but the aim has been global since day one," adds CEO Mr Henri Liljeroos.

Intoloop will support many specialised activities, the first of which is the versatile child diary that allows the users to record and share securely with others the important and fun events in their children's lives. Later on, the number and scope of activities will grow steadily, so as to support many social aspects of people's everyday lives. Intoloop is an excellent tool for the recording and sharing of the important events in one's life: the events recorded are saved as permanent memories that can be easily accessed at any time. Mobile versions of the service, supported by the most popular mobile phone models, will also be developed.

Intoloop is developed by Starduck Studios Ltd, which was founded in Tampere Finland in 2009, and which currently employs eight people. The company closed its first seed funding round in the early spring 2010, and over € 500,000 has already been invested in the development of Intoloop. The company is looking for further funding in order to accelerate its international expansion.

Further information

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Intoloop is an international online networking service that enables its users to form networks based on their personal interests. Currently, the test users of the service can record and share the important and fun events in their children's lives in the innovative child diary. Developed by the Finnish company Starduck Studios Oy, Intoloop will go public by the end of the year 2010.

<http://www.intoloop.com>

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