



Seriosity, Inc.  
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## **Seriosity Selected as "The Next Big Thing" Company at Enterprise 2007**

Palo Alto, CA – July 23, 2007 – Seriosity, Inc., a developer of innovative enterprise software inspired by multiplayer games, has been selected as one of “The Next Big Thing” companies by Sand Hill Group for the prestigious invitation-only Enterprise 2007 Conference. Seriosity’s selection as one of the five 'The Next Big Thing' companies is another addition to the growing list of awards Seriosity has received.

“Information overload has reached epidemic proportions across the corporate world and is costing billions of dollars each year,” said M.R. Rangaswami, co-founder of the Sand Hill Group, organizers of the Enterprise 2007 conference. “Seriosity has a robust solution to tackle this issue as well as a platform to transform how the enterprise operates. Seriosity is well positioned as the Next Big Thing in the software industry.”

“We are honored to be selected as a ‘Next Big Thing’ company,” said Ken Ross, Seriosity President and CEO. “This recognition further validates that our innovative approach of leveraging the virtual world into the business world will provide enormous benefits to the enterprise.” Ken will be presenting at the Enterprise 2007 on July 24, 2007 at Inn at Spanish Bay, Pebble Beach, CA.

### **About Enterprise 2007**

The Sand Hill Group's annual Enterprise Conference brings together CEOs and leaders from diverse segments of the enterprise software industry to candidly share ideas and opinions, and debate strategic issues of common interest. The conference draws 200 of the "who is who" in the Enterprise and technology markets. See <http://www.sandhill.com/conferences/enter2007/index.php>. Each year the entire conference surplus goes to the non-profit SHG Foundation. The Sand Hill Group is an investment and consulting group based in the San Francisco Bay Area. See <http://www.sandhill.com/sandhillgroup/foundation.php>.

### **About Seriosity, Inc.**

Seriosity's mission is to change the way people work together in today's information-intensive business environments. Its software products and services utilize economic and psychological principles from online games to improve collaboration, innovation and communication. Until now, these design elements have been missing from traditional enterprise software applications. Our first product addresses information overload in corporate email. The company combines a unique blend of intellectual property and thought leadership with a



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management team that has deep enterprise software experience. The company, located in Palo Alto, CA, is privately held and is funded by Alloy Ventures. For more information, please visit [www.seriosity.com](http://www.seriosity.com) or call (650) 352-5631.

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