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TrustPlus Brings Business Information to Social Networking Sites with “PeopleResearch”

Portable TrustPlus Viewer to Provide On-the-Fly Access to Nearly 40 Million Profiles

WALTHAM, Mass. (November 13, 2007) – TrustPlus today announced that it has enhanced its reputation services with the addition of “PeopleResearch,” a new service that allows users to retrieve business information on any individual. PeopleResearch provides on-the-fly access to a database of background information on nearly 40 million people.

TrustPlus’ new PeopleResearch service, available through the TrustPlus Viewer, a browser add-on, makes this background data portable so you can instantly view someone’s TrustPlus reputation score alongside their business backgrounds on some of the Web’s most high-profile social networking sites, including Facebook, Friendster and LinkedIn. PeopleResearch is also available at www.TrustPlus.com.

“I use Facebook to join industry groups and to stay updated on key networking events. TrustPlus’ PeopleResearch now provides a link between someone’s Facebook or LinkedIn profile and the other business information from around the Web, giving me a much more complete picture of a potential networking opportunity,” said Shawn Broderick, founder and CEO of TrustPlus. “We’ve created PeopleResearch to bridge social networks. Instantly, anyone can gain valuable insights into another person’s background so they can know who to befriend, network with, work with, partner with, etc.”

PeopleResearch spans background data on nearly 40 million people. It collects business information on people from across the Web, organizes it and makes it available through fresh, comprehensive and objective profiles – all of which will be available through the TrustPlus Viewer.

The TrustPlus Viewer, now enhanced with PeopleResearch, is available at <http://www.trustplus.com/download>.

About TrustPlus

TrustPlus, Inc.’s mission is to make the Internet the safest place on earth with an online reputation service that helps people know who to trust. TrustPlus is altering the Web landscape by creating a community of trust to establish accountability online. By leveraging the collective wisdom of the community, TrustPlus provides each individual with customized information about who to trust in any given online scenario and empowers Web users to protect themselves, the people they care about and the entire online community from online fraud, scams and much more. Founded in 2006, TrustPlus is headquartered in Waltham, Massachusetts. For more information visit www.TrustPlus.com.

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