

Netlog appoints Bart Becks as President International

Key management change focusing on further international development

Ghent, Belgium – Netlog, Europe's leading social networking platform, today announced Bart Becks has joined the company as President International. Besides his overall responsibility for Netlog's international operations he will also focus on sales, marketing, PR, strategic planning and corporate and business development. Becks will also become a member of the Board of Directors of Netlog NV/SA.

Bart Becks, 36, previously worked as senior vice president of the pan-European SBS/ProSiebenSat1 Media group. For Scandinavia, Central and Eastern Europe and the Benelux, he was in charge of managing the online, mobile and interactive television services, as well as licensing, music and gaming activities. Previously, Bart Becks worked for over eight years at Belgacom group as CEO of Belgacom Skynet and President and CEO of Skynet iMotion Activities (BelgacomTV). Becks is currently vice president of IAB (Interactive Advertising Bureau) Belgium and is a member of the Strategy council of IAB Europe.

"We are proud to welcome Bart to the founding management team and expect he will lead us to the next level. Due to our international expansion plans, we recognised the need to make a key change in our executive team," said Lorenz Bogaert and Toon Coppens, founders of Netlog. "This move substantiates Netlog's focus on becoming the leading social networking brand in Europe. It also emphasises our ambition to scale and grow our activities further."

"It is an exciting time – social networking is enabling an entire generation to fundamentally change the way they connect, communicate, gather information and get access to entertainment. With over 34 million members in 21 countries, Netlog has developed an amazing position over the last months, and I am very happy to join Toon and Lorenz to further build Netlog as the leading social networking platform in Europe," said Bart Becks.

About Netlog

Netlog is the leading European social network platform with a pan-european and local dimension. It is currently available in over 21 countries and 15 languages. Over 34 million members are connected throughout Europe and generate over 4 billion page views per month throughout all countries. Netlog Nv is based in Ghent, Belgium, has 42 employees and over 30 freelance community managers and moderators throughout Europe. Early 2007, Index Ventures and Atomico (Kazaa, Skype, Joost) invested in Netlog.

Netlog received the Red Herring Europe 100 award, the award 'Site of the Year' in 5 countries (Spain, France, UK, Germany and Italy) and Mashable Open web award for "Mainstream and large Social Networks".