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## **TECH VET BOOSMAN JOINS LUDICORP BOARD**

### ***Social Computing Company Sets Stage for Growth with Board Addition; New Offering Set to Be Unveiled at Emerging Tech Conference***

**VANCOUVER (February 3, 2004)** – With a significant product launch only weeks away, Ludicorp Research & Development today announced the appointment of tech industry veteran Frank Boosman to their board of directors. Ludicorp is a cutting edge creator of software products for real-time social interaction.

“As we prepare to expand our offerings and the world of Game Neverending, it’s important that we continue to add top professionals to our leadership,” said Stewart Butterfield, Ludicorp President. “Frank has vast experience in product development and operations, and shares our belief in the untapped potential of global networks to bring people together in new and wonderful ways.”

Boosman, currently the Chief Marketing Officer of simulation learning vendor 3Dsolve, brings to Ludicorp’s board extensive experience in a wide variety of high technology firms. He previously served as VP of Business Development, Marketing Communications and Developer Relations at Be Incorporated, the legendary upstart operating systems company. Boosman co-founded Red Storm Entertainment with author Tom Clancy and led product development initiatives as well as day-to-day product management there, and was a founding team member of the Adobe Acrobat project during his tenure as Senior Product Marketing Manager at Adobe.

“The real reason I agreed to join Ludicorp’s board was because of Stewart,” said Boosman. “He has a tremendous reputation in the software and social computing communities, and I’ve been continually impressed with not only his vision for the future, but also his ability to articulate that vision and then go build it.”

In addition to the board appointment, Ludicorp and Telefilm Canada recently announced that Ludicorp would be receiving substantial financial support from the federal agency. Ludicorp’s Game Neverending, a first-of-its-kind virtual world accessible entirely through a Web browser that has attracted more than 12,000 registrations for this summer’s public beta test. A new product will be opened up to public beta on February 10 at the Emerging Technology Conference in San Diego.

### **About Ludicorp**

Ludicorp is a leader in the emerging field of social computing applications and is committed to developing technologies and products which create new possibilities for human interaction in an always-on age. Ludicorp's "dream team," has built a platform for online identity, presence, messaging, relationships and groups -- and in the process, created a new category: groupware for play. Ludicorp's Game Neverending, a first-of-its-kind game built around social interactions has enjoyed tremendous success in testing phases and will be launching late 2004. *"Ludic" is Latin for play.*

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