

**FOR IMMEDIATE RELEASE**

**Contact:** Kevin Mortesen  
RLM Public Relations  
310-207-9200, ext. 112  
[kmort@rlmpr.com](mailto:kmort@rlmpr.com)

## **LUDICORP HAS HARDT**

### *Addition of Social Computing Trend-Setter to Board Continues Growth*

Vancouver (February 18, 2004) – As the technology community is introduced to its latest offering, Ludicorp Research & Development today announced the addition of open source software and online communities guru Dick Hardt to its already talent laden group of directors and advisors.

Hardt joins Ludicorp while working on the launch of his latest venture, a digital identity management system, with SXIP Networks. The 20-year technology veteran is the second Ludicorp board addition in as many weeks, joining Frank Boosman of 3Dsolve to offer guidance to the growing company.”

“Ludicorp is a company that truly understands the power and potential of personal connections through the Internet,” said Hardt. “They have a very talented team in place, and it is a pleasure to join a group that features so many individuals who have made an indelible mark on the way we communicate.”

Hardt brings invaluable experience to Ludicorp from a multitude of past ventures that have revolutionized online communities for more than two decades. Included in Hardt's resume are significant achievements with LAN email, adding Perl 5 to the Windows platform, and PureMessage, a leading anti-spam product.

“We've been incredibly fortunate to add two people like Frank and Dick to our board,” said Stewart Butterfield, Ludicorp President. “Dick's track record is remarkable. Everything the man has touched has been a success and his participation in planning our future will be a vital part of our growth.”

### **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. Flickr, an online community that offers a home for the exchange and discussion of virtually any image, conversation and more, is in its public beta phase. *"Ludic" is Latin for play.*

# # #