

Small World Labs Reaches 50 Customer Milestone

Company takes the lead in offering social and professional networking software to customers.

Austin, Texas (PRWEB) June 4, 2007 -- Small World Labs, a provider of [online community software](#), today announced that it has signed more than 50 customers since the company was founded in 2005. Small World Labs continues to thrive by offering its solutions to meet the social and professional networking needs of a wide variety of companies, associations, and organizations.

Small World Labs' growing customer base, which now includes Hyperion, the Dallas Morning News, CMP Information, Save The Children, and Octagon are using the company's online community software to connect their end users worldwide.

Small World Labs inaugurated its service offering with [InvestmentRiches.com](#), by teaming with the real estate oriented website to create a professional network for real estate investors. "InvestmentRiches.com has grown significantly during the past sixteen months as a result of the partnership with Small World Labs. We're now proud to be the leading community for real estate investors," said Tim Miner, President of InvestmentRiches.com.

Jane Risby-Rose, Managing Director of the Live Media Division of [CMP Information](#), recently chose Small World Labs to launch a professional networking and information sharing website. "We are very pleased with Small World Labs and consider them to be a very strategic partner," said Risby-Rose. "Their online community platform enables us to engage with our customers in ways we couldn't previously and it's important for us to be on the cutting edge in customer relationship management."

[Octagon](#), the leading global sports and entertainment corporate consulting and marketing services agency, turned to Small World Labs to provide its revolutionary SwimRoom.com social networking site for competitive swimmers. SwimRoom.com is run by swimmers and is the exclusive online home of Michael Phelps, Ian Crocker, Lenny Krayzelberg, and other world class swimmers. "We did an extensive search to find a software provider that could offer the functionality and flexibility necessary to build a targeted online community for our customers," said Josh Ilika, Director of Octagon. "Small World Labs stood out as the obvious choice. Not only does their platform provide the most advanced capabilities on the market, they continue to bend over backwards to make sure our social network meets our evolving needs and as a result we are the number one social networking destination for swimmers."

Using best practices and a flexible, secure architecture, Small World Labs has developed a Web-based software platform that enables companies, groups, non-profits, entrepreneurs, and faith-based organizations to provide their own online social or professional network, tailored to the specific characteristics, needs, and preferences of their constituents. Small World Labs offers social networks can be branded with the look and feel of an organization's existing website to create a consistent online experience for the user.

"We are pleased with our success so far and look forward to helping all of our customers maximize the reach of their online communities," said Michael Wilson, co-founder and CEO of Small World Labs. "As the social networking phenomenon continues to develop, the sky is the limit for Small World Labs as long as we remain focused on the individual needs of each of our customers."

About Small World Labs



Small World Labs provides [social networking software](#) and professional networking software to organizations looking to create online communities that are pertinent and targeted to their specific needs. Using best practices and a secure architecture, Small World Labs has developed a web-based software platform that enables corporations, publishers, associations, non-profits, and other organizations to provide their own branded online communities to their constituents. The company is headquartered in Austin, Texas, and currently counts more than 50 organizations and companies from across the U.S. and abroad as customers. For more information, call (512) 474-6400 or visit www.smallworldlabs.com.

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