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## **PathConnect Appoints Chris Wong as New President and CEO**

*Former PeopleSoft, Agile, and Oracle Executive Brings Industry Experience and Deep Domain Expertise*

*Los Angeles, CA (January 23, 2008)* – Tapping a Silicon Valley veteran with over 25 years of senior management experience in the enterprise software industry, **PathConnect** has appointed former PeopleSoft, Agile, and Oracle executive; **Chris Wong** as president and CEO. Wong will be responsible for leading the growth of PathConnect, LLC a next generation interactive media company for established brands; leveraging online social networking technology and member-generated content. PathConnect helps its partner companies to build and become online social networking leaders. Partners include the Make the Difference Network, co-founded by actress Jessica Biel and her father Jon; and SkiSpace with ski champion Bode Miller.

Ryan Blair, founder and current CEO of PathConnect, will work together with Wong as Chairman of the Board. Blair and Wong have been working together as board members over the past year. “I’m extremely excited to have Chris join us as our CEO. Chris is a well-known and highly-regarded strategist in the enterprise software industry who brings a track record of success and strong relationships to the table,” stated Blair. “I’m confident in his ability to develop and grow companies, and know he will be instrumental in the evolution of PathConnect and our partners.”

“Taking on the responsibilities of CEO at this time is a tremendous opportunity,” stated Wong. “Ryan’s vision of this company as a new media company, creating unique partnerships to develop unique social networking businesses and not just sites; goes beyond the thinking of anyone in the market today. I’m excited to be leading the team and look forward to bringing a Silicon Valley perspective to our business.”

(more)

Prior to PathConnect, Wong served as senior vice president of applications for Oracle, segueing to the company as executive vice president and chief product officer of Agile Software, which was acquired by Oracle in July 2007. Previously at PeopleSoft, he was responsible for charting the strategic direction for product- and technology-related initiatives as vice president of products and technology strategy. Wong was founder, chairman and CEO of SkillsVillage, Inc., which was acquired by PeopleSoft in June 2001. His success over the past quarter-century has led Wong to be one of the most respected strategy executives in the enterprise software industry.

### About PathConnect

PathConnect, LLC is a privately funded, next generation interactive media company for brands leveraging Web 2.0 technology, online social networking trends, member-generated content and established brand names. PathConnect provides the technology platform and business domain expertise to enable partner companies to build and become online leaders. PathConnect collaborates with recognized Brand names to produce up-and-coming social networks that offer unique features specific to their needs.

Its first partner sites include the Make the Difference Network ([www.mtdn.com](http://www.mtdn.com)), co-founded by actress Jessica Biel, an online community that links non-profit organizations and their wishes with potential donors; and SkiSpace ([www.skispace.com](http://www.skispace.com)), overseen by champion alpine skier Bode Miller, offering an online community devoted to ski and snowboard enthusiasts.

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