

Coworkers.com Announces “Zingers” Instant Email Feedback

NEW YORK, NY, November 20, 2007 – Coworkers.com announced today that it has added a new instant email feedback feature called Zingers. The new website tool lets people send instant, private, email messages to colleagues. Users can select a pre-written message, or write their own note. If you don't have time to create a full Coworkers.com review, it's a great way to send a note of appraisal (serious, or fun).

“Zingers are a great addition to Coworkers.com's already robust set of review and feedback tools” explains Chief Creative Officer James Young. “Our standard review creation tool focuses on periodic performance reviews, whereas Zingers allow for a more frequent messaging-style form of communication. This expands the range and frequency of feedback someone can send and receive.”

Young goes on to say “Coworkers.com is a free, early stage, Web 2.0 site whose focus is facilitation of communication and feedback between coworkers. We are adding new features and refinements on an ongoing basis. We're excited to offer our users another resource for sharing professional feedback.” Zingers can be sent anonymously, or signed by a registered user of the site. Send one to a colleague or friend today at www.coworkers.com.

About Coworkers.com:

Started in 2006, Coworkers.com provides online tools for the sharing and distribution of professional reviews, ratings, and feedback. Coworkers.com offers a platform for real, balanced, detailed feedback about an individual's professional reputation. Coworkers.com lets people share the truth about their coworkers - positive, negative, and in between. Reviewers can choose to either identify themselves or to remain anonymous, which allows for a greater degree of candor. Large organizations and smaller workgroups alike can benefit from using Coworkers.com as a platform for HR reviews. Coworkers.com acts as a central repository of peer reviews from throughout a person's career, and because of its role as a neutral third party, employers trust it as a legitimate source of information.

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