



FOR IMMEDIATE RELEASE

**COWORKERS.COM ANNOUNCES RELEASE OF SOCIAL BUSINESS PLATFORM:  
NEW EDITION MAKES FEEDBACK, GOALS, AND RECOGNITION EASY AND AFFORDABLE**

**New York, NY, September 13, 2011** – Coworkers.com (<http://www.coworkers.com>) announces today that its social feedback product targeted at businesses is now generally available for purchase, after having worked closely with a select group of beta test companies. Coworkers.com helps workgroups of all sizes – from small businesses, to virtual teams, to large enterprises – by providing an affordable set of tools that make it simple and painless to manage feedback, work performance, recognition, and goals.

“The era of sitting down with the boss, only once a year, for the ‘annual performance review’ is quickly coming to a close” said Coworkers.com founder and President Jonathan Clay. “Social technology has rendered this practice obsolete, and managers of the future will look back at it like the horse and buggy, a curious artifact of the past. The new model for judging performance is based on a continuous stream of feedback from all the coworkers that you interact with professionally. After all, they are the ones who know your work the best. The workplace is evolving into a more transparent, democratic and fair setting.”

The newly released product allows a company to specify a unique URL, such as “MyBiz.coworkers.com”, and gives its administrators full control over who has access to the domain. Workgroup members can freely interact and exchange honest feedback, without worrying about sensitive information being exposed to anyone outside the company. In addition to sharing feedback company-wide, multiple teams can be defined to better manage select communications. Custom review templates can be developed for feedback that is specific to the company. Many different types of ad-hoc collaboration, such as quick surveys, crowdsourced decision-making, and brainstorming, are made possible in an activity stream-based user interface that is familiar to users of social networks. Additional features include the ability to set goals at the individual, team, or company level; lighthearted “badges” that can be awarded to recognize coworkers or teams for jobs well done; uploading of documents and other types of files for review; and the ability to automate review processes with scheduling and rule-based generation of feedback requests.

Initial pricing for the Coworkers.com business product is as low as \$1.50 per employee per month. Detailed information about plans and pricing can be found at <http://www.coworkers.com/pricing>. The original, free service offered by Coworkers.com has been re-branded as How’s My Work® and will be supported indefinitely.

## **About Coworkers.com**

Founded in 2008, Coworkers.com Inc. is a privately funded company, based in New York City, focused on bringing social technologies to the workplace, facilitating team performance and individual career development.

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