



## Press Release

### **MutualMind Inc. develops next-generation social media management platform, gains additional funding.**

*New technology highly leveraged to optimize latest Facebook API features*

**RICHARDSON, Texas—May 21, 2010**—MutualMind Inc., an emerging innovator in social media analytics and management applications, announced today that Gore Focus, L.L.C., a Dallas management consulting and angel investment firm, has provided a first-round investment to MutualMind Inc. This investment accelerates software development and expand sales and marketing efforts.

“With the release of Facebook’s latest social media API (application program interface), we wanted to capitalize on this ‘right-place/right-time’ opportunity so customers and partners are able to leverage our new Insights dashboard for multiple Facebook fan pages simultaneously,” said Babar Bhatti, co-founder and chief executive officer of MutualMind.

MutualMind™ is a Web application that helps businesses, marketing agencies and public relations firms monitor and promote brands across social networks while providing actionable analytics and insights to increase social media ROI (return on investment). The system provides comprehensive and powerful analysis for social media monitoring and engagement.

The enterprise-class system aggregates and analyzes real-time search results from all major social sites, including Facebook, Twitter, YouTube and millions of blogs and news sites while allowing unlimited use of search parameters and campaigns for major brands. The built-in competitive analysis, real-time alerts and easy-to-download reports are the most popular features of the product.

“MutualMind has stepped up its value for firms needing to build out their social media footprint with large-scale requirements for comprehensive analytics,” said Giovanni Gallucci, a leading social media industry thought leader and consultant based in Dallas, Texas. “These latest Facebook features will enable our clients to get better, real-time analysis more efficiently and with a greater ability to scale multiple campaigns simultaneously.”

MutualMind can organize social media work via multiple campaigns. Each campaign may include its own unique set of keywords and social network channels such as Twitter and Facebook. Keeping audiences engaged is easy with capabilities to manage multiple Twitter accounts and Facebook pages. With inline replies and one-click task management for social streams, teams can save time and track all activity.

For more information, contact the company at [www.mutualmind.com](http://www.mutualmind.com), send e-mail to [info@mutualmind.com](mailto:info@mutualmind.com), or call 1-866-525-5523. For media inquiries, contact Roy G. Miller at [rmiller@rgmcomms.com](mailto:rmiller@rgmcomms.com), or at 903-422-5117.

**About MutualMind, Inc.**

MutualMind, Inc. is a privately held company based in Dallas. It was founded in 2008 by a small team of passionate business and technology experts, intent on creating innovative, enterprise-scale business-to-business social technology products. MutualMind is in use by brands, marketing agencies and PR firms across the U.S.

**About Giovanni Gallucci**

Giovanni Gallucci is a social media expert, public speaker, new media producer, author and online brand evangelist who provides strategy for new developments in social media, search, online public relations and buzz marketing and functions as a strategic representative to top politicians, internet personalities, government, and forward-thinking companies interested in breaking new ground in social media. For more information: [www.gallucci.net](http://www.gallucci.net).

**About Gore Focus, LLC**

Gore Focus, L.L.C is the technology business investment arm of The Business Coach of Texas, based in Addison, Texas. For more information: [www.thebusinesscoachoftexas.com](http://www.thebusinesscoachoftexas.com).