

**NEWS RELEASE**

## **ZazHub.com Website for Automobile Enthusiasts Launched at TechCrunch 50**

*New website features a networked community, asset tracking and marketplace for auto enthusiasts and car collectors. ZazHub.com is an enhanced social networking website connecting vehicle owners, enthusiasts, merchandisers and service providers.*

SAN FRANCISCO -September 10, 2008 - IdenIve Corporation, a St. Charles, IL based startup, today announced [www.ZazHub.com](http://www.ZazHub.com), an enhanced community portal website that connects owners, enthusiasts and service providers of vehicles. ZazHub.com allows users to engage in community-based activities, included asset tracking and networking around their vehicle assets.

ZazHub.com lets users connect with other owners, enthusiasts, service providers and buyers of vehicles. Like a true community, ZazHub allows users to share and discuss interests, showcase their vehicles, maintain an online log, and connect with service providers.

"We couldn't be more pleased to formally launch ZazHub.com at TechCrunch 50" said Joel Petersen, IdenIve Corp CEO. "We have had tremendous feedback during our beta phase, and look forward to continuing to build out ZazHub.com to support other personal assets such as boats, motorcycles, RVs, construction equipment, corporate fleets, etc."

By utilizing a unique approach to community networking, ZazHub offers members the ability to create a true community around their asset by showcasing their vehicle, sharing information about it, posting photos, creating groups around common interests, uploading or linking to videos, holding discussions in forums, organizing events, tracking work done to their vehicle, finding and recommending service providers and assisting in the sale of their vehicle.

Membership in ZazHub is free. Users can sign up for ZazHub, create a user profile, and then start adding their "zaz" (their cars or other vehicle assets). For more information visit <http://www.ZazHub.com>

ZazHub was selected as a semi-finalist and is a featured company in the TechCrunch 50 DemoPit, at the San Francisco Design Center Concourse, 635 Eighth Street, San Francisco, CA. The TechCrunch 50 Conference is a three day event featuring start-ups, VCs, corporations, entrepreneurs and press. ZazHub will be featured on Wednesday, September 10, 2008 in the DemoPit at table 73. For more information on TechCrunch 50 visit: <http://www.techcrunch50.com>

### **About**

Founded in February of 2008 by IdenIve Corporation, the goal of ZazHub.com is to connect people that own what we call Zaz (vehicles, assets) with other people interested in that Zaz including people that own, buy, repair, service and maintain Zaz. ZazHub.com is a web-based community that is fun to use and experience, and a forum to help increase the value and decrease the cost of ownership of member's Zaz. By developing technologies, innovating experiential features and implementing new ways to connect people, ZazHub.com will continue to create real value for the world's people and their Zaz.

IdenIve Corporation is privately owned and headquartered in the beautiful city of Saint Charles, Illinois. ZazHub.com is in the process of raising capital to fund the next round of site development and to promote ZazHub.com to a wider audience.

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