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New Web Application Scrapplet Extends, Enhances, and Integrates Facebook, MySpace, Wikis, Blogs, and Websites

Creative Suite Breaks Down Social Media Walls and Empowers
Everyone to Create, Consolidate, and Share the Web

December 19, 2008, Fort Lauderdale, FL – RadWebTech today announces the public beta release of Scrapplet (www.scrapplet.com), its freely available web platform for empowering creativity, consolidating user's distributed web presence, and integrating mashups and web applications.

Scrapplet is a browser-based application and web destination that makes it easy to create, consolidate, and share content from anywhere on the web. Scrapplets are blank canvases that users can customize with drag and drop ease using the application's tools and default objects (including text, captions, headlines, images, backgrounds, music, videos, news feeds, links, buttons, windows, websites, widgets, flash objects, maps, mashups, animation, sliding panels, floating toolbars, custom menus, special effects, and more). Individual Scrapplets can be combined into virtual websites that include automatically generated site maps, interactive navigation, security, rating, search engine optimization, tracking, and data portability.

"Scrapplet is not another social network," explains RadWebTech's CEO Steve Repetti, "It integrates social media and the web, and is bound only by creativity. It is the glue that ties the diversity of the Internet together."

Scrapplet includes tight integration with Facebook, MySpace, Twitter, FriendFeed, LinkedIn, YouTube, Flickr and more making it easy to combine content from any source and share your Scrapplets across all networks. The product also includes functionality to integrate Scrapplets into existing social media, websites, blogs, and wikis.

"The diversity of the web is mind-boggling," continues Repetti, "Too often the response to the simple question 'where can I be found on the web' involves a long list of social networks, websites, blogs, feeds, tweets, life-streams and more. Scrapplet does not replace this diversity – instead it provides a means to extend



it and bring it all together in one virtual place where content and social graph can be mixed, matched, and enhanced without limitation.”

Scrapplet is not just for the social networker or individual user. Scrapplet is serious about business and application development too. RadWebTech is a member of the OpenAjax Alliance and the company’s founder sits on the board of director’s of the International Data Portability organization. These themes are embodied in the framework of Scrapplet and provide an extremely robust platform for business as well as developer resources for the creation, hosting, and distribution of web applications, widgets, and mashups.

Scrapplet and RadWebTech are also serious about rights-management. The power to mashup the world invites creativity, but it is also an opportunity to step on the rights of copyrighted material. That is why RadWebTech embeds every element in Scrapplet with source information that can be used to track, monitor, and remove if necessary unauthorized copyrighted material.

Scrapplet supports logins from Facebook, Google, Yahoo, AOL, OpenID, Blogger, Flickr, WordPress, LiveJournal, Verisign, MyOpenId, among others.

Scrapplet works with all modern browsers, including IE 6+ (even IE 8), Firefox 1.5+, Opera, Safari, and Chrome. Enhanced cross-browser drag and drop is available for IE and Firefox users. Scrapplet is free and includes personal web address and a half dozen pages ready for customization. Additional pages are available for free through point acquisition. Points can be earned by referring additional users as well as getting great ratings for your pages. Free pages include limited contextual ads. Scrapplet pages and premium content are also available for purchase as is Premium and Professional non-ad memberships for as little as \$2.95 per month.

About RadWebTech:

RadWebTech is a Plantation Florida-based company that creates advanced products and technologies that fuel innovation – cool products from killer technologies for really big markets.

Press Resources:

<http://www.scrapplet.com/content/press>

Screenshots:

<http://tinyurl.com/3u5gtc>

Web Resources:

<http://www.scrapplet.com>

<http://www.radwebtech.com>

<http://www.dataportability.org>

<http://www.openajax.org>