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Whois.com launches personal identity platform to help users easily manage their growing online presences and passwords for FREE.

Unveiled it's first product, the uPOD, in conjunction with the Web 2.0 Expo in San Francisco.

San Francisco, CA, April 26, 2008 – Whois? (www.whois.com), the personal identity platform to help users easily manage their growing online presences, introduced their latest product, the uPod, at the by-invitation only VCtini event, organised by the Early Stage Venture Capital Alliance (ESCA). This was held in conjunction with the Web 2.0 Expo held at th Moscone Center, San Francisco.

Why Whois?

“I created the product because of the frustration of trying to remember the many ids and passwords I had to maintain to login into my growing list of web sites,” said T.K. Wong, founder and CEO of Whois Inc and one of Asia's leading internet visionaries. “Most of the time, I was locked out of my sites simply because I could not keep track of what I had registered for, and what my passwords were. Talking to others about this problem, I realized many sites could increase the return visits of their online customers and hence sales if users just had a better way to easily manage all their sites, login ids and passwords.”

An industry insider to one of the largest online companies revealed that more than 30% of their users have to use the 'Forgot Password?' service – incidentally found on most sites today - to reset their passwords to re-login. Some never return to the site and abandon the service because of the tedious process of re-registration or retrieving their password.

“And because we own such a great and apt brand name and URL for identity – whois.com – we felt it was about time someone tackled this problem that's so basic to a better experience and yet still frustrating many millions of net users today. We hope to make identity easy for everyone and the 'Forget Password?' button history,” said TK.

The uPOD – All Your Online Ids in One Place.

The groundbreaking uPOD, is a free browser add-on that you can download from www.whois.com. The uPOD automatically remembers and keeps track of all your web sites, login ids and passwords the first time you go to your sites and login after activating the uPOD. All this information is encrypted and stored securely on your own personal computer. The special features of the uPOD include:-

Multiple Personas. All the sites are organized under multiple personas that the uPOD allows you to create, for example, for work, play, school or just for fun. You can create an unlimited number of personas and can select which to be kept private or public. This people-centric feature was designed for the uPOD recognizing that people use different personas and roles when interacting with the net.

One-Click Logins. Subsequently, users can go their sites using our “One-Click Login” feature by accessing the uPOD dashboard found on the browser toolbar. By choosing the site they wish to go to, the uPOD will automatically call up the site, and login your id and password. You never have to remember your passwords ever again.

Syncing to Multiple Computers. The uPOD enables you to sync all your personas and online presences to multiple computers through the whois? Server as an optional feature. This will increasingly become a critical feature in the growing trend towards cloud computing where more applications and services are consumed online and require distributed single sign-on solutions.

The Whois? Beta is now available to the public to download and use for Free. The browser add-on currently supports both Microsoft IE and Firefox browser versions at www.whois.com.

About Whois?

Founded in October 2007, Whois? mission is to become the most trusted brand for the world wide web of people. The whois? personal identity platform helps users create, manage and propagate their growing online presences all from one place.. The groundbreaking uPOD is a free product that helps online users easily manage their web sites, login ids and passwords so they never have to remember their passwords again.

The whois? R&D team is based in sunny Singapore with plans for a marketing presence in Silicon Valley. The startup raised US\$600K in seed funding in December 2007 from angel investors.

Led by co-founder Toon King (TK) Wong, a successful Asian internet entrepreneur who was winner of the Internet Visionary of the Year award by Internet Asia in 2000, the National Youth Award for Entrepreneurship 2001, and the Global Leaders of Tomorrow award by the World Economic Forum. TK was formerly founder and chairman of SilkRoute Holdings, which owns, operates and invests in leading e-commerce companies across Asia. He was also the co-founder and director of leading E-commerce provider, Ecnnet Ltd. TK was a government scholar and started his career with the Singapore National Computer Board (now Infocomm Development Authority of Singapore) upon his graduation from the Massachusetts Institute of Technology with a degree in computer science and engineering.

For more information, please visit www.whois.com