



Dynamic Tools for Dynamic Languages

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## **ActiveState Launches Up4, the Facebook® Platform Application that Sparks Real-World Social Connections**

*Vancouver company's social networking app helps friends connect offline*

**Vancouver, BC, September 20, 2007** – ActiveState Software Inc., a Vancouver-based technology firm, announced today the beta release of its first social networking application - Up4. Developed initially for Facebook, Up4 is a social networking application that encourages real-world social connections. Up4 makes it easy for you to tell your friends when you are open to doing something and what kinds of activities you are up for.

“Even before its official release, we’ve been pleasantly surprised by the interest that Up4 has generated,” said David Ascher, Up4 developer and ActiveState Advisor. “Also I’m pleased that early feedback shows friends who use Up4 get together more often and spend more time together.”

When Facebook opened its platform to independent developers in May, the world’s first social operating system was launched. Facebook is an online social utility that helps people communicate with their friends, family and coworkers. Through its Up4 application on the Facebook’s platform, ActiveState has created a practical tool for offline connections. Up4 delivers real value to real people in real life.

“ActiveState is passionate about using new technology to better people’s lives. Social networks like Facebook can improve the lives of large numbers of people faster than ever before,” said Bart Copeland, CEO. “We’re very excited to be launching Up4, our first social networking application. As an addition to our line of award-winning software, Up4 puts ActiveState at the forefront of tools and applications for social networks.”

### **About Up4**

Up4 is a social networking application that encourages real-world interactions between friends using Facebook. Up4 users tell their friends when they are up for something and what kinds of activities they are up for. Up for the beach after work? Up for a show Friday night? Or just up for hanging out Sunday afternoon? Up4 users spend more time together in real life and get together with a wider circle of friends. For more information, visit [apps.facebook.com/your-upfors/](http://apps.facebook.com/your-upfors/).

### **About ActiveState**

ActiveState creates professional software development tools, programming language distributions and business solutions for dynamic languages, and practical tools and applications for social networking platforms. ActiveState solves complex problems and produces cool and useful applications that help people live more productive and enjoyable lives. ActiveState technology “just works”. ActiveState is owned by its employees and Pender Financial Group, a publicly traded investment company focused on technology in British Columbia. For more information, visit [www.activestate.com](http://www.activestate.com).

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