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Looxii to Launch Private Beta at Startup Riot

ATLANTA, February 17, 2010 - Looxii is taking their app from Alpha to Beta at the third annual all-day pitch event for startups, Startup Riot 2010. After several months of development and design, Looxii is releasing a private beta version of their social media analytics platform.

"It took a ton of work getting to beta, we're really excited about the new platform and the impact it will have on the field of social media analytics." - Daniel Upton, Looxii CEO

Looxii Beta is the first social media analytics platform built with simplicity in mind. With many existing platforms the greatest obstacle between data and meaning is the interface. Startup Riot founder and organizer Sanjay Parekh says "the implementation is fantastic...the guys from Looxii have really nailed a drop dead simple interface that gives you what you want without jumping through a lot of hoops."

With Looxii simplicity means no expensive training sessions, no time-consuming webinars, no useless features and no excessive prompts or pop-ups, just an easier way to interact with, and get use out of, torrents of social media data. Looxii Beta saves time and delivers information that helps businesses create and modify successful social media campaigns.

Currently in private beta, Looxii plans to release its platform to the public soon with a series of priced analytics offerings for businesses of all sizes. More information is available at <http://blog.looxii.com>. You can also get the latest Looxii updates by following @Looxii on Twitter.

About Looxii

A member of the inaugural class of Shotgun Ventures companies, Looxii was founded in the Spring of 2009 by two graduates of Georgia Tech's MS in Digital Media program - Daniel Upton and Adam Rice. Adam and Daniel have collaborated on several successful projects – academic, independent, and, now, entrepreneurial – over the past two years. Together they create common sense social media apps using an interdisciplinary approach that embraces rapid, iterative design and development techniques. Find out more at <http://www.looxii.com/about>.

About Startup Riot

Startup Riot is an all-day pitch event for startups from all industries, stage of maturity and geographic location. The event connects entrepreneurs with potential investors and buyers. Each year, up to 50 companies are selected through a simple, no-cost application process. Each of the selected companies delivers a three-minute presentation on their value proposition to an audience of potential investors and customers over the eight-hour event.

For more information, visit <http://www.startupriot.com>.

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