



FOR IMMEDIATE RELEASE

Rearden Commerce™ Technology Architect to Share Views on “The New Platforms” Panel at Office 2.0 Conference

Rearden Commerce Platform Leverages Web 2.0 Technologies to Create Vast Ecosystem of More Than 137,000 Business Services Providers

Foster City, Calif. – September 4, 2007 – Rearden Commerce, creator of the first online Personal Assistant and the largest marketplace for services of all kinds, today announced that Chuck Mortimore, director of Platform Services, will be a featured speaker on “The New Platforms” panel at the Office 2.0 Conference, September 5-7, in San Francisco. Mortimore will engage in an active discussion to define the concept of a Web platform and outline the opportunities that exist for participants in these new ecosystems.

Rearden Commerce has built a platform for services providers that leverages advanced Web 2.0 technology to integrate disparate service-related applications so they work together as though they were one. The Rearden Commerce platform brings together more than 137,000 individual merchants and connects them with hundreds of thousands of customers who are ready to buy. People enjoy the convenience of the Rearden Personal Assistant, which learns their preferences and recommends services based on who they are, where they are and what they like - without having to navigate multiple websites.

For more information about the Office 2.0 Conference, visit <http://www.o2con.com/index.jspa>

WHAT: “The New Platforms”

Office 2.0 Conference

WHEN: Friday, September 7 from 9:00 – 10:00 a.m.

WHERE: Ballroom, St. Regis Hotel, San Francisco

Rearden Commerce™

Rearden Commerce, Inc. provides the first online personal assistant that helps people quickly find, purchase and manage the services they need, based on personal preferences and company policies. The Rearden Personal Assistant provides easy access to the world's largest marketplace for services, instantly connecting people to more than 137,000 merchants. Whether it's booking a flight or a hotel, making a restaurant reservation, finding event tickets, scheduling a conference call or shipping a package, the Rearden Personal Assistant simplifies the complex services landscape into one user-friendly experience. With Rearden Commerce, the power of

the intelligent Web is finally realized. Rearden Commerce is headquartered in Foster City, CA.
For more information, visit www.reardencommerce.com.



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