

The Blog is Dead – Long Live the Blog

- **Website Building Platform Jimdo launches its Blog Tool Beta Phase**
- **Jimdo Users can start integrating Blogs into their Website**

Hamburg, 29. April 2008. Why not integrate a Website and a Blog tool? Jimdo's creators asked themselves the same questions and decided to, starting today, offer users the opportunity to integrate a Blog into their free-of-charge Website creation tool.

Jimdo's founders are convinced that integrating a Blog and Website tool provide users with more benefits than ever before. „A personalized Website perfectly complements a Blog“, said Matthias Henze, co-founder of Jimdo. „The addition of a Blog adds a whole new dimension and dynamic to a Website.“ What Jimdo's Blog tool offers that similar tools, including WordPress, cannot is the ease of integration of a wide range of content into each Blog entry. „With the ability to add photos, videos, widgets and much more, we are establishing a new blog standard,“ said Henze.

The idea of bringing together a Website and a Blog tool under one „virtual roof“ came to Jimdo's founders directly from users. Many Jimdo members wish for a one-stop online platform where they can shape their Internet identities. In the near future, a Jimdo-Page can offer its users: „One www address where they can set up their integrated and complementary Website and Blog. With this addition, we are coming tantalizingly closer to our goal of providing users with a central, online point of reference that means all of their online needs“, said Henze.

About Jimdo

Jimdo is a Web 2.0-based and completely novel website creation tool which allows people to build their own fancy and unique homepage – for free! The use of Jimdo is very easy: within seconds users can integrate texts, picture galleries and videos. Additionally, Jimdo-Pages have a password-protected area, a newsletter system, a guestbook, interfaces to YouTube, flickr, del.icio.us – and the data transfer is of course also included! For further information please visit www.jimdo.com.

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Press Release

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