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## **Tempe Marketplace Makes a New Friend – Luis Gonzalez’s ASUlsTalking Social Network**

**TEMPE (June 10, 2008)** – Luis Gonzalez’s ASUlsTalking has officially signed an agreement with Tempe Marketplace to become the exclusive social networking partner of the outdoor shopping experience located just south of Loop 202 on McClintock Drive.

The partnership, known as a Brand Friendship™ on ASUlsTalking, will give members of the site unique discounts from Tempe Marketplace retailers that are not available to non-members. In turn, Tempe Marketplace will receive benefits of the ASUlsTalking Brand Friendship™, which includes a presence on the site and access to a targeted market of Arizona State students, alumni and staff.

Brand Friendships are a unique form of advertising offered exclusively through ASUlsTalking. Through these friendships, members of the social networking site can choose whether they wish to create online relationships with brands they trust. Participating brands build a list of users interested in hearing about special promotions, upcoming news and events.

The Brand Friendship model evolved as a response to the poor performance of more traditional ads placed on rival social networking sites. It has worked well for the expanding ASU social networking site. Site co-founder Luis Gonzalez feels there is good synergy with Tempe Marketplace.

“Tempe Marketplace is the place students go to shop and grab a bite to eat. ASUlsTalking.com is the place students go to find the best things on campus. Our partnership is a perfect fit,” said the former Diamondbacks all-star and current Florida Marlin.

As part of the agreement, ASUlsTalking will host special “members only” contests offering prizes from the retailers in the shopping center. The first one will begin in late August with a “Deck Out My Dorm” contest in which members will compete to win a package of furniture and accessories from IKEA and Tempe Marketplace.

Anthony Conti, Gonzalez’s business partner, says, “People really don’t mind advertising, it just has to be the right advertising. Our proprietary Brand Friendship model allows our users to decide which brands they want to be associated with unlike every other social network site.”

### **About ASUlsTalking.com**

Launched in 2008, ASUlsTalking.com is an online social networking site created exclusively for Arizona State University students. ASUlsTalking.com is the flagship site for parent company, [IsTalking LLC](#), a Phoenix, Ariz.-based company that develops social networks for college students. MLB all-star, Luis Gonzalez, and business partner, Anthony Conti, founded the company as a means to localize and simplify social networking for college students. The company plans to expand to more than 300 schools throughout the nation. For more information, visit [ASUlsTalking.com](#) or [IsTalking.info](#), or call (602) 326-7723.

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