



**FOR IMMEDIATE RELEASE**

## Rearden Commerce™ Executive to Discuss the Benefits of Its Personal Assistant at Web 2.0 Conference

Rearden Commerce Personal Assistant Leverages Web 2.0 Technologies to Quickly Find, Purchase and Manage the Services Available on the Rearden Commerce Services Platform

**Foster City, Calif. – October 15, 2007** – Rearden Commerce, creator of the first online Personal Assistant and the largest marketplace for services of all kinds, today announced that Aaron Greco, vice president of Product & Business Development, will conduct the workshop, “Does Your Personal Assistant Work 24/7?,” at the Web 2.0 Conference taking place October 17-19, in San Francisco. During his session, Greco will describe how Rearden Commerce is delivering on its vision of the Semantic Web by providing the industry’s most advanced, intuitive online Personal Assistant, which helps people quickly find, purchase and manage the business services they need, based on personal preferences and company policies.

Rearden Commerce has built a platform for services providers that leverages advanced Web 2.0 technologies 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. Users enjoy the convenience of the Rearden Commerce Personal Assistant, which learns their preferences and recommends services based on who they are, where they are and what they like - without requiring them to navigate multiple websites.

For more information about the Web 2.0 Conference, visit <http://www.web2summit.com/>

**WHAT: “Does Your Personal Assistant Work 24/7?”**


**Web 2.0 Conference**

**WHEN: Wednesday, October 17 from 8:30 – 9:45 a.m.**

**WHERE: Marina Room, Palace 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](http://www.reardencommerce.com).

###

Copyright 2007 Rearden Commerce, Inc. All rights reserved.

**Press Contact:**

Marian Hughes  
For Rearden Commerce  
(708) 246-0083  
[mhughes@tieronepr.com](mailto:mhughes@tieronepr.com)  
[www.tieronepr.com](http://www.tieronepr.com)

Kim Amsbaugh  
For Rearden Commerce  
(650) 815-1724  
[kamsbaugh@tieronepr.com](mailto:kamsbaugh@tieronepr.com)  
[www.tieronepr.com](http://www.tieronepr.com)