

FOR IMMEDIATE RELEASE

mySHOUToutLOUD v1.0 Launch

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San Jose, CA / Towson, MD - mySHOUToutLOUD, A Way to Start a Change

January 1st, 2008 (1/1/2008) marks the first major milestone for *mySHOUToutLOUD*: Version 1.0. This first product ("web service") of Intuitive Industries LLC has opened it's doors to the public it intends to benefit, timed to allow discussions on recently received holiday gifts with an initial foray into advertising via Facebook [<http://www.facebook.com>]. Intuitive Industries is a fledgling start-up company with locations in San Jose, CA and Towson, MD, whose motto is "Digital Services for a Connected World". Due to their status as a start-up, Intuitive Industries is relatively unknown, but hopes to make a large impact on the Internet-at-large (and create a reputation) with their new dual-faceted web service.

mySHOUToutLOUD aims to be a mediator between Customer Service and the user/customer base, digitally bridging the gap. Like many recent technology start-ups, this service utilizes an aspect of social networking in order to reach those lofty goals...with one large difference: Corporate and Consumer users are entirely separated, using unique systems. A "Consumer Account" is free to any and all who want one, provided they are acting as a consumer, and not on behalf of a corporation or organization. On the other end, a "Corporate Account" has an undisclosed fee system for access to the user-submitted data, which is encrypted to protect a user's identity.

"real consumer complaints, for real people"

mySHOUToutLOUD Philosophy

Interaction between the Corporate and Consumer users is facilitated by *mySHOUToutLOUD*, who controls all intra-account data flow. Corporate users may only access data regarding their company/organization, products, and services through an information retrieval/release system. Contact information may even be provided to the Corporate Account, if the Consumer Account specifically approves, in an attempt to remedy, resolve, or address issues. However, not everything on *mySHOUToutLOUD* is negative, stemming from the consumer ability to not only criticize or complain, but to also sing praises, and make suggestions. Additionally, the Consumer Accounts can view and comment on each other's "SHOUTs" (postings), in an effort to unify the masses.

With this current release, several Corporate Accounts will be given away to small companies, and discounts given for a significant time period. Companies that have a large amount of data within the system, and are without an account, will be contacted and offered a chance to participate in this new and exciting venue.

The systems behind *mySHOUToutLOUD* are all custom-coded, relying on the current de facto languages/database combination, all of which are Open Source [<http://www.opensource.org>]:

- PHP (Pre-Hypertext Processing Language) for the "backend" and content delivery
- XHTML and CSS (eXtensible HyperText Markup Language and Cascading Style Sheets) for content formatting

- MySQL (My Structured Query Language) for relational databases
- AJAX (Asynchronous Javascript and XML) for just the *right* amount of smooth interaction

For more information, visit <http://www.myshoutoutloud.com> or email main@myshoutoutloud.com

For other press materials, visit <http://press.myshoutoutloud.com> or email press@myshoutoutloud.com

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