



## **MEDIA ALERT**

### **Navitopia Launches Ride-Sharing Social Networking Site**

*December 21, 2009 – Boise, Idaho*

Today, WireGroove Technology announced the beta launch of Navitopia.com. The launch coincides with efforts to provide resources for Boise State fans to get to the Fiesta Bowl. Developed over the past year, Navitopia is a free social networking site that promotes ride sharing amongst its members. Simply put, Navitopia matches someone with a car and extra seats with people needing a ride. Like other popular social networking tools, Navitopia is tapping in to existing off-line conversations that happen every day. Until Navitopia, there was really no way to do this on-line other than posting requests to a Facebook wall or sending out a “tweet” via Twitter. Around Idaho, the conversation for many has been all about finding a ride to the Fiesta Bowl.

Recently, Navitopia founders Casey McMullen and Kevin Bates met with Boise State University to discuss using Navitopia as a platform for helping students ride-share to and from school. The conversation turned to whether or not Navitopia could be an extra resource for getting “Bronco Nation” to Glendale, Arizona for the Fiesta Bowl. “They asked if our site could really do what we said”, said McMullen, CEO of the Boise-area start-up. “Of course, we said yes!”

At that point, the goal went beyond launching a web-site to a mission to help as many people as possible get a ride to the game. With commercial flights full and charter flights and bus rides full or too expensive, that left the existing crowd of people making the drive. “We knew there were people that were looking for a ride”, said McMullen. “And we knew that a lot of the folks driving down were looking for ways to share the cost”.

To help support the launch of the site, Navitopia also announced the **100 Car Caravan**. Navitopia is paying \$25 to the first 100 people that register on the site that they have seats available in their vehicle. In addition, everyone that goes to the Fiesta Bowl via Navitopia and emails a picture showing the Navitopia logo is entered into a drawing for \$1000. For more details and to register, go to [www.navitopia.com](http://www.navitopia.com). There is no cost to use Navitopia.

“If we can match people up with 100 cars, we would consider that a great win-win for everyone” said McMullen. “After all, when is the last time you got to be part of a web site launch – and go to a BSC bowl game?”

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