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**TRUMBA SELECTS POSSIBILITIES AMPLIFIED TO EXPAND REACH IN
NEWSPAPER MARKET**

*Trumba Helps Newspapers Boost Their Online Presence and Increase Visitor Frequency
Through Its Interactive Online Calendaring Solution*

SEATTLE, WA, July xx, 2007 – Trumba Corporation, a developer of innovative online calendaring solutions, announced today that it has selected Possibilities Amplified, Inc. to help expand its reach into the newspaper market. Trumba has already successfully deployed its Trumba® Connect online calendaring solution at several newspapers sites including *The New York Times*, *The Seattle Times* and Ottaway Newspapers, the Local Media Group of Dow Jones & Company that operates several community newspapers throughout the United States.

Trumba Connect helps organizations increase event awareness and attendance and better connects them with their audiences through a comprehensive suite of tools that includes a hosted, interactive Web calendar, email, and reporting services. It is ideal for newspaper companies as they look for ways to improve utility and deepen their relationships with online visitors. Trumba Connect’s unique feature set is specifically designed to help newspapers achieve their online goals, including sponsorship opportunities, premium listings, and venue checking.

“Newspaper sites need to be the go-to source for event information in their local communities,” said Kim Marcille, CEO of Possibilities Amplified, Inc. “Trumba not only has a superior product to support this, but also provides newspaper sites with new revenue opportunities and engages site visitors with much more utility around events.”

“We are seeing increased interest from the newspaper market where Trumba Connect is viewed as a valuable tool for connecting newspapers with their readers,” said Simone Pace, Vice President of Marketing at Trumba. “Possibilities Amplified gives us an additional leverage point for accessing the newspaper market. Kim Marcille’s prior

experience as vice president of new initiatives for the Miami Herald will help us identify additional challenges faced by newspapers and ways that Trumba Connect can help solve them.”

About Possibilities Amplified

Possibilities Amplified, Inc. is a Miami-based consulting firm that helps businesses and business owners discover the hidden possibilities available to them and amplify those possibilities into reality, via consulting, speaking and coaching programs. CEO Kim Marcille recently launched the startup after leaving a career in executive leadership at the Miami Herald. To learn more about Possibilities Amplified, visit www.KimMarcille.com.

About Trumba

Trumba Corporation is a Seattle-based developer of innovative online event presentation and management technology that helps media companies build community around and generate revenue from “go-and-do” content. The company’s flagship product, Trumba Connect, allows organizations to embed highly interactive and customizable calendars within their websites. Trumba customers also benefit from an array of event-centric tools that include the ability to maximize user-generated content through event submission forms, create categories of calendars based on event types or geography, reverse publish online event information into print products, drop events onto an array of personal calendaring solutions and much more. Trumba technology is used by a variety of media organizations, including The New York Times, The Seattle Times, Chattanooga Times/Free Press, Pocono Record, King 5 TV and more. Trumba Connect is a subscription-based software as a service (SaaS) solution. The company is privately held and backed by three of the industry’s leading venture capital firms, including Kleiner Perkins Caufield & Byers, August Capital and Oak Investment Partners. To find out more about Trumba, visit www.trumba.com.

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