

Media Contact: T. Hoke Currie, CIO  
Email: [hoke.currie@quintesocial.com](mailto:hoke.currie@quintesocial.com)  
Phone: (888) 558-1682

### **Revolutionary Social Communication Tool for Boomer Generation Sets Sights on National Multi-Market Rollout**

**COLUMBIA, SC** – Quintesocial, a new model of lifestyle and entertainment enhancement to on-line social networking, today announces plans to launch programming in 25 United States markets.

Quintesocial is an innovative social networking concept that uses online tools to help members meet and to attend high-quality social events in real life. Quintesocial is committed to reinvigorating the fraying social structures in many metropolitan areas for the baby boomer generation.

"We have found that boomers are more comfortable with in-person social connections versus "friending" in cyber space," says Hoke Currie, CIO of Quintesocial. "The Boomer generation wasn't born with a cell phone in one hand and an iPod in the other. Quintesocial puts the social infrastructure™ in place for Boomers to celebrate life and stimulate local businesses that cater to this demographic."

Adds Barb Iaquinto, founder & CEO, "It is frustrating for those of us of the Boomer generation to be told the only way to meet new people is to sit at home in front of a computer screen. That's not to say that online tools are not essential new technologies that can be used to connect with our peers, however we may have lost sight of the value of connecting with a real vs. virtual community."

Quintesocial's mission is to combine the best of both online and real-world networking by matching members with forms of entertainment, hobbies, volunteerism and other real life events and activities relevant to their social profiles. The Quintesocial process consists of three simple elements:

1: Starting today, prospective Quintesocial members can access the blog, "Meet Barb," and sign up for a monthly e-newsletter. At the first of the year, Quintesocial members in numerous markets nationwide will be able to take a free on-line personality profile. When complete, a summary of their social style will be provided.

2: When a prospective member joins the Quintesocial member club, they complete a confidential interest survey identifying hobbies, volunteer opportunities that inspire them, specific types of lifestyle events and activities they enjoy, and interests they would love to try.

3: The Quintesocial model combines proprietary scientific algorithms that match their social profile and their interest survey, while a local Social Director facilitates matching members with social lifestyle, entertainment, arts, philanthropy, recreation, and other activities in concert with local businesses, agencies, arts and cultural organizations, continuing education, travel and tourism, and other categories of local services - thus also stimulating the local economies via the businesses that meet these social needs.

#### **About Quintesocial**

Unlike online social networks, Quintesocial is for adults who value an active social life and want to meet compatible people for fun, food, culture, and the celebration of life. Additionally, a Quintesocial Social Director coordinates high-quality events customized for the Quintesocial members in their area. For more information on Quintesocial, please visit: [www.quintesocial.com](http://www.quintesocial.com).