



**Facebook Executive Speaks about "The Future of Social Networks" at an Event Hosted by BIRD Foundation, Israeli Economic Mission to the West Coast and CICC.**

SANTA CLARA, CA (July 14, 2010) - The Israel-U.S. Binational Industrial R&D Foundation (BIRD) in cooperation with the Israeli Economic Mission to the West Coast and the CA-Israel Chambers of Commerce hosted Mr. Dan Rose, Facebook's Vice President of Partnerships and Platform Marketing, as a keynote speaker in an exclusive event for U.S. and Israeli high-tech executives. The event, which took place on May 27, 2010 in Palo Alto, CA, was titled "The future of social networks - connections everywhere".

Mr. Rose's keynote was focused on Facebook tools aimed at providing value to businesses and their interaction with their customer base. Some of the key tools Mr. Rose covered include (1) Highly relevant advertising – allowing both local and global businesses to target advertising to very key audiences, based on highly accurate, self reported data; (2) Enhanced consumer interaction - enabling businesses to become part of the social network of their customers creating bi-directional communication; and (3) Custom applications – maximizing the value of the social network to the business via customized apps.

"Facebook's network approach, allows a business to become a 'node' in its customers' social networks, thereby opening the door for an unprecedented level of interaction that is not available through any other media. The business opportunities this opens are outstanding," said Mr. Dan Rose.

According to Ms. Michal Miasnik, West Coast Representative to the BIRD Foundation, "This event serves an important role in fulfilling our mission of connecting U.S. and Israeli companies by gathering top executives from such companies that are all interested in the highly growing social networks sector. Dan Rose was very successful in exposing the audience to the significant emerging business opportunities in the social network sector, serving as a catalyst for innovation and cooperation."

Ms. Sigal Admony-Ravid, the Israeli Consul for Economic Affairs said: "The phenomenon of social networks, led by Facebook, is one of the most exciting of this decade and is highly accessible to companies around the globe. Since its full potential is yet to be explored, we found this event to be a wonderful way to dig deeper and to expose the companies to the future to come. The new media is a target sector for the Israeli Economic Mission to the West Coast and we welcome the joint activity with Facebook and other leaders in this field".

**About the BIRD Foundation:**

The BIRD (**B**inational **I**ndustrial **R**esearch and **D**evelopment) Foundation works to encourage cooperation between Israeli and American companies in the various areas of technology, and provides free assistance in locating strategic partners from both countries for developing joint products. During its 33 years, the BIRD Foundation has invested in more than 800 projects, which have yielded direct and indirect revenues of about \$8 billion.

The BIRD Foundation supports projects without receiving any rights in the participating companies or in the project itself. The financial assistance is repaid as royalties from sales. The Foundation provides support of up to 50% of a project's budget, beginning with R&D and ending with the initial stages of sales and marketing. The Foundation shares the risk and does not demand that the investment be repaid if the project fails to reach the sales stage.

The BIRD Foundation works in full cooperation with the Chief Scientist's Office at the Ministry of Trade, Industry and Labor in Israel, and with the U.S. Commerce Department's National Institute of Standards and Technology (NIST).