



TINA BAKER JOINS IRL CONNECT BOARD OF ADVISORS

AMSTERDAM – 30 April 2009 – IRL Connect, the world’s first visual social network, announced today that Tina Baker, a London-based Partner in the international law firm of Brown Rudnick LLP, has joined its Board of Advisors.

Ms. Baker is a partner in the London office of Brown Rudnick (www.brownrudnick.com), an international law firm. As Co-Practice Leader of the European VC and Emerging Growth Practice, she advises both investors and companies in the US and Europe on a broad range of matters, including public and private capital raising transactions, mergers and acquisitions, securities law compliance and other commercial and financial transactions.

“Ms. Baker’s international experience from small start ups to big Internet companies is an asset to our continued global expansion,” said Frank Schuil, CEO and Founder, IRL Connect. “The addition of Ms. Baker to our Advisory Board compliments our current Board and we are excited about the role each board member plays in the growth of IRL Connect as a new social platform for people and content.”

Ms. Baker has served on various committees and task forces of the European Venture Capital Association (EVCA), including the EVCA’s Professional Standards Committee, the Code of Ethics Working Group and the Disclosure Guidelines Task Force. She is also very active in the Seedcamp community, serving as a mentor and judge (www.seedcamp.com).

Ms. Baker received her JD from Boston University, where she graduated *cum laude*, and was admitted to the Roll of Solicitors in England and Wales in 2004. She holds a BA from Hampshire College.

Prior to embarking on her legal career, Tina Baker was a recording artist and songwriter (see her website for a full history: www.tinab.tv) and she currently performs opera in concert, having recently recorded an album of soul music done in a classical style (www.somethingsaretimeless.co.uk).

Ms. Baker joins IRL’s current advisory board which is comprised of Jennifer Hicks, bGrand (www.bgrandgroup.com) and ink Communications (www.theinkstudio.com); Joost van de Wijgerd, CTO, eBuddy and Co-Founder, Jteam and Springsource.

About In Real Life

In Real Life (IRL), www.irlcorporate.com, is the company behind the first visual social network that adds presence to social networks and social media. IRL Connect allows users to take their friends from any social network and visualize them on the map to find, meet and communicate. IRL Connect takes the communications features of social networking and content sites from the Web and mobile and gives it geographical context. IRL Connect is a 2009 Red Herring 100 Europe winner as one of the most promising and innovative technology companies in the EMEA region and a Next Web Rising Sun Start-Up Rally finalist. The privately funded company is headquartered in Amsterdam, the Netherlands, with an office in China.

About Brown Rudnick LLP

Brown Rudnick is an international law firm with offices in the United States and Europe. The firm represents clients from around the world, providing business-focused solutions that address today’s ever-

changing, ever-demanding competitive marketplace. With an entrepreneurial and collaborative mindset, Brown Rudnick offers a broad slate of capabilities and talents in areas that include: Corporate & Securities, Finance, Intellectual Property, Complex Litigation, Bankruptcy & Corporate Restructuring, Energy, Government Law & Strategies, Health Law, and Real Estate. For more information, please visit www.brownrudnick.com.

The Brown Rudnick Center for the Public Interest is a measure of the Firm's strong commitment to the community and serves as an umbrella entity encompassing the Firm's pro bono legal work, charitable giving, community involvement and public interest efforts. For more information, please visit www.brownrudnickcenter.com.

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Media contacts:

Jennifer Hicks
CMO, IRL Connect
Jennifer@irlconnect.com
+31 611278358
Twitter @jennalee

Alex Crabb
ink Communications for IRL Connect
alex@theinkstudio.com
+1 617 477-6885 ext. 1
Twitter @alexcrabb