

Jimdo Expands its Reach with China Launch

- Jimdo launches its popular Web 2.0 service in China
- Jimdo responds to Chinese demand for its service
- A China-based team leads local support und marketing

Hamburg, July 26, 2007 - Jimdo officially launched today the Chinese version of its free, intuitive and popular website-building platform, Christian Springub, a Jimdo founder, announced today. He said that the new version makes it even easier for Chinese-speaking Jimdo users to design their own websites. "The exciting launch of our Chinese version is a response to a flood of requests from our Chinese-speaking users," Springub said. "Although many Chinese users have been logging on to Jimdo since our international launch in March 2007, they have had to rely on our English-language version. We are pleased to have eliminated this language barrier with our Chinese version."

Springub said that a three-person partner team from [MH | direct](#) on location in Shanghai provides support to Chinese-speaking users. He added that this team will also lead the expansion of Jimdo's reach into the thriving Chinese market.

With its expansion into China, Jimdo enters one of the fastest-growing Internet markets in the world. Twenty-three percent more Chinese were online in 2006 than in 2005. The number of Internet users in China has grown to 137 million, making it the second-largest market worldwide behind the U.S., with 165 million users.

You can find more information about Jimdo at www.jimdo.com und www.jimdo.net.cn.

About Jimdo: Jimdo is a free Web 2.0 service that makes building websites (called JimdoPages) fun and effortless for novices and experts alike. Jimdo's intuitive design requires one or two clicks of the mouse to add everything from basic elements (text, colors and patterns) to sophisticated features (photos, flash movies and videos). Jimdo users chose between two service packages: the free-of-charge JimdoFree, which boasts 500 MB of space, a newsletter function and tons of add-ons, and the low-priced JimdoPro, which includes advanced statistics, a domain address and even more add-ons.

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