

Media Contact:

Veronica Skelton

Concept Communications for UpTake, Inc.

415.342.3435

veronica@conceptpr.net

KANGO ANNOUNCES NAME CHANGE TO UPTAKE

Travel Search And Discovery Application Is Re-named Before Public Beta Launch

PALO ALTO, Calif. - March 26, 2008 - Kango, a travel search and discovery application announced today that it has changed its name to [UpTake](#).

"Uptake" refers to a quick understanding of key facts. We believe the new name, UpTake describes our core offering - the aggregation and analysis of collective wisdom such as reviews, blogs and articles from across the Web to help consumers plan their trips," said Yen Lee, UpTake president and founder.

UpTake is currently in private beta and plans to move into public beta later this spring. Users should not expect any change in the functionality or capabilities of the website or service as a result of this name change. Private beta users will have the same login information and can access the travel service at either www.kango.com or www.uptake.com for the next several months.

To [sign up](#) to be a private beta user and experience personalized [travel search](#) first-hand, whether you're looking for [Honolulu romantic hotels](#) or [San Diego family hotels](#) simply go to www.uptake.com.

About UpTake

Founded in 2006, [UpTake](#) is a [travel search](#) and discovery application for travellers to make better decisions about where to go, where to stay and what to do. UpTake uses a travel ontology and natural language analysis to extract meta-tags from the collective intelligence of more than 20 million traveler reviews, ratings, blogs and articles from across the Web. The site returns unbiased, personalized recommendations based on travellers' facts and feelings. The company is headquartered in Palo Alto, California with global engineering teams in Beijing and Moscow. More information can be found at www.uptake.com.