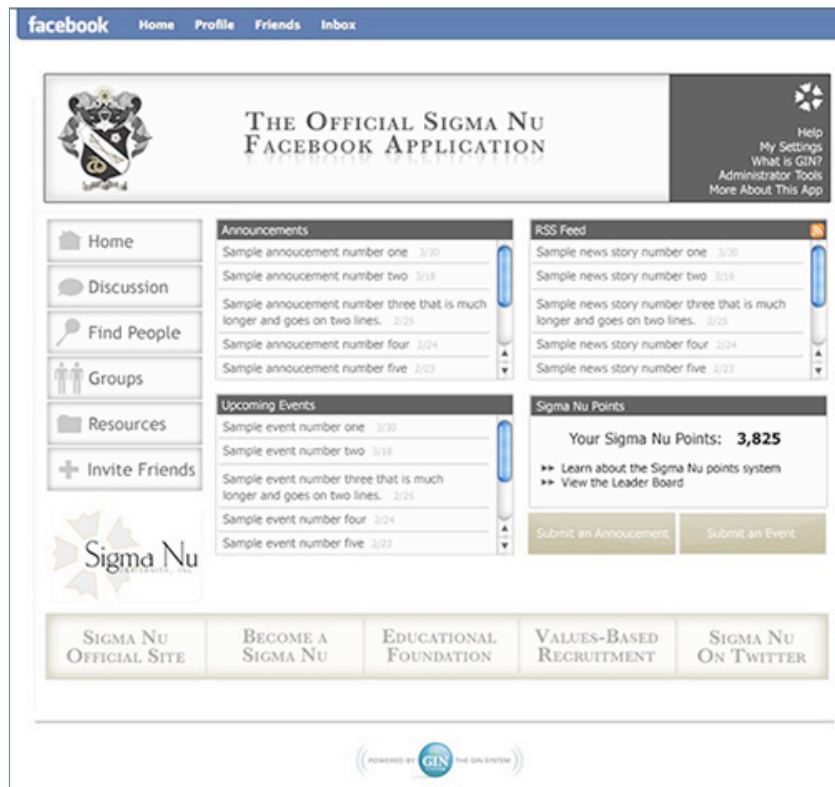




Sigma Nu Launches Official Facebook Application



These days, if you're not on Facebook some might say it's as if you don't exist. Originally designed for college students, the social networking site is now helping users of all ages stay connected online. You know things have really changed when your mom asks to be your Facebook friend. In fact, more than two-thirds of Facebook users are well beyond their college years; the fastest growing demographic is those 35 years and older. In 2008 the site witnessed an increase of 80 million users, bringing the total to 250 million and counting. Facebook is for everyone, and it's here to stay.

The capabilities of Facebook are endless: search for long lost friends, post photographs, share web links, post both public and private messages, chat with friends and the list goes on. Facebook attributes much of its success to the creation of applications, colloquially known as 'apps'. Apps allow users to do, well, anything and everything, from following your favorite sports teams to sending novelty greeting cards to friends.

It's no surprise, then, that when the High Council decided to enhance the Fraternity's online communications plan, a partnership with Facebook seemed like an obvious choice. With the help of Group Interactive Networks (The GIN System) Sigma Nu is pleased to announce the launch of the official Sigma Nu Facebook application.

As with other Facebook apps, the official Sigma Nu app will provide myriad functions to revolutionize the way our members communicate.

- Member search capability allows users to find other members by chapter, state, career or location
- Discussion boards foster networking, job seeking and even the sharing of travel tips and hobbies
- Quick links send the user straight to the Sigma Nu Twitter page, Youtube Channel and other Sigma Nu-related web sites
- Upcoming events and newsfeeds keep members constantly updated on important events and announcements, both at the local and international level
- Brothers can even compete with other users in a Sigma Nu Trivia game

Visit www.sigmanunetwork.com to learn more and get started. We'll be waiting for you.

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