**pearltrees 2.jpg**

**Pearltrees Launches 1.0,   
Reveals Pearltrees Premium**

**PARIS, FRANCE -- Oct. 31, 2012 --** [Pearltrees](http://WWW.PEARLTREES.COM), the visual and collaborative library that lets people have everything they like at their fingertips, today announces Pearltrees 1.0. The company also introduces Pearltrees Premium – the first digital library with a pay-for-privacy model.

“We’ve worked hard to build a unique and beautiful place that allows people to organize and enjoy the things they care about most. What makes Pearltrees magical is how easy it is to use wherever you are and how powerful it becomes when people discover and collaborate with others that share their interests” says Pearltrees CEO, Patrice Lamothe.

The community of over 700,000 contributors has now organized over 30 million pearls into a surprisingly dense interest graph and attracted 2 million unique visitors last month. As a result, Pearltrees has matured into the first visual and collaborative library of the web. Pearltrees 1.0 provides a highly coherent and collaborative user experience, taking the best elements from the iPhone, iPad and web apps and integrating these improvements across all of Pearltrees.

As part of 1.0, Pearltrees is presenting Pearltrees Premium. For a small fee, Pearltrees Premium members will enjoy privacy controls, and other exclusive premium features such as private pearltrees, privacy management among teams, the ability to passcode protect accounts on iOS devices and premium support.

“Based on the extraordinary demand of Pearltrees contributors, we determined that incorporating privacy features was a necessary step to call ourselves a 1.0 and continue to expand our experience.” adds Patrice Lamothe.

Pearltrees Premium offers benefits for many kinds of people including:

* Researchers, reporters or any data worker can now collect source notes, web sites, quotes and images digitally in a beautiful private place;
* Teachers can select the students and other faculty with whom they share their data and notes.
* Corporate teams and small businesses can collaboratively curate product notes, research on emerging markets and competitive analysis;
* Designers, architects or real estate agents can show clients links to and images of prospective properties while keeping them confidential;

Pearltrees 1.0 and Pearltrees Premium are now available on the web as well as iOS devices including the iPhone and iPad. Pearltrees Premium memberships are $4.99/month or $49.99/year for Pearltrees users.

**About Pearltrees:**

Launched in December 2009, [Pearltrees](http://www.pearltrees.com/) has gathered more than 700.000 contributors and more than 30 million pearls. The company has been recognized by OSEO in Europe as a “leap forward” and was selected as one of only five companies for the Launch Pad at Web2.0 Expo in 2010. Pearltrees has raised 5 million Euros last January from a group of international entrepreneurs and angel investors.

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