



oneTXT INTRODUCES ORCA, THE FIRST FULLY OPEN SOCIAL-COMMERCE PLATFORM DESIGNED FOR SOCIAL MEDIA COMMUNITIES

Full Transactional Capabilities to Social Media Communities, Enabling Community Members to Fully Interact and Transact Within the Social Media Ecosystem

NEW YORK – August 4, 2009 – oneTXT, the platform provider that enables social interactive media players to become merchants, today announced ORCA, the world’s first social-commerce transaction processing system with a Mashery-managed open API architecture designed for social media communities. ORCA (Optimized Real-Time Currency Application) allows any social media company to process payments, manage loyalty and rewards programs, schedule advance orders of real and virtual goods, and communicate status with full control of the appearance of all of these transactions. This lets fans continue to interact without ever having to leave their community.

ORCA is a groundbreaking new solution empowering digital publishers, social networks, MMORPG publishers, and participation TV programs with the tools to fully manage their subscribers’ online transactions. The platform allows social media communities to remain in control of their members, while bringing all the flexibility, security and functionality of traditional payment solution directly to network members and site owners.

“S-Commerce is inevitable. In fact, we see many communities reaching to cobble home-grown payment solutions together simply because prior to ORCA, there was nothing designed for the unique needs of this rapidly growing online segment,” said Roger Wood, CEO of oneTXT. “These home grown systems get revenue flowing quickly, but carry tremendous development expenses and significant management distractions, while limiting future expansion and growth with close-ended technologies.”

San Francisco-based Mashery has been chosen as oneTXT’s partner in bringing the ORCA platform to social media communities, by ensuring the open APIs integrate and operate smoothly within a community’s interface and back office operations. Mashery manages APIs for more than 70 companies including *The New York Times* and Best Buy. Mashery’s on-demand API infrastructure provides the access management, business rules, monitoring, and metrics required to build scalable distribution channels using Web services.

Existing payment solutions are either proprietary and closed or designed for other platforms such as the mobile device or Web-based commerce sites. The majority of microtransactions are less than \$1, and with minimum fees averaging 30 cents for credit and gift cards, a 30 percent revenue loss brings the viability of such solutions in to question.

“Mashery is thrilled to be a part of this important launch,” said Mashery CEO Oren Michels. “The availability of a secure, reliable web services API-based micropayment system that can be deeply integrated into third-party applications will open all kinds of new possibilities in application development - including applications developed using many of the other current and future Mashery-powered APIs.”

About ORCA

The ORCA platform is a free and open source payments processing alternative managed by OneTXT, Inc. (<http://OrcaOne.com>) ORCA (Optimized Real-Time Currency Application) provides payments processing for social networks, online games, participation TV shows, and other social media. The platform enables social media and entertainment companies to accept payments, create loyalty programs, and send marketing messages without a third party owning the transaction, information or the relationship. OneTXT is based in New York City, with additional offices in San Francisco.

About Mashery

Mashery is [the leading provider of on-demand API management solutions](#). Business development executives of today rely heavily on web services and APIs to recruit and manage their strategic partnerships. Mashery provides the management, infrastructure, and metrics required to build a scalable business development channel using web services. Media, entertainment, and information sectors are taking advantage of Mashery's on-demand services to partner with interactive properties and broaden distribution. Launched in 2006, Mashery is backed by First Round Capital, Formative Ventures, The Accelerator Group, .406 Ventures and many prominent angel investors. For more information, please visit www.mashery.com.

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