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SirsiDynix announces the industry's first fully native Facebook application

Native Facebook app will enable users to utilize local library catalog functionality within Facebook.

PROVO, UTAH (June 24, 2011) – SirsiDynix, the world's leading provider of library automation solutions, will demonstrate the in-development SirsiDynix native Facebook application this week at the American Library Association Annual Conference in New Orleans. The native Facebook application, scheduled for public release in late Q3 of this year, will enable library users to search their library's catalog, place holds and perform basic My Account functions without leaving Facebook.

"With well over half a billion people worldwide already on Facebook, it is a valuable platform through which libraries can serve their users," said SirsiDynix Chief Executive Officer Matt Hawkins. "Libraries have always been early adopters in the realm of technologies that serve user needs. The SirsiDynix native Facebook application will take that one giant step forward by inserting the library into the world's largest online user community."

Library users will be able to securely log in to their library via Facebook, just as they do today using the same credentials. Among other capabilities, the soon-to-be-released SirsiDynix Facebook application will also enable library users to:

- **Search their local library catalog** and place holds on materials of interest right from the library's Facebook page.
- **Access My Account features** including favorites lists, checkouts and payment history.
- **Share and 'like' library materials** within the social environment where users worldwide currently spend more than 700 billion minutes each month.
- **Invite friends to view their virtual bookshelves**, allowing users to show off their literary chops and further socialize the library experience.

The SirsiDynix native Facebook application will benefit libraries as well, enabling them to increase user registration and circulation by providing easy access to the library for current and prospective users. ALA Annual Conference attendees will be among the first see the native Facebook application in action at SirsiDynix booth #2040, in the ALA Exhibitors Hall during regular exhibit hours June 24-27.

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About SirsiDynix

SirsiDynix connects people with knowledge at more than 23,000 libraries around the world. Through library management technology and search and discovery tools, libraries using SirsiDynix technology bring relevant resources and the power of knowledge to their users and communities. SirsiDynix technology is architected to be open, scalable and robust, offering a complete solution out-of-the-box, and unparalleled flexibility through APIs and web services. Complemented by the most experienced training, consulting and support staff in the industry, SirsiDynix helps libraries create tomorrow's libraries, today. www.sirsidynix.com