

# SiteTalk Announces Phase II of Star Club

London, UK April 3, 2014 – [Global Digital Services PLC \(ECM:STC\)](#), owner of *SiteTalk.com*, one of the world's fastest growing Social Networking Platforms with more than 15,000,000 Members, is pleased to announce the initial development of *Phase II of its Star Club Membership program*.

Star Club is SiteTalk's loyalty reward program, which rewards participating Members for their activities on SiteTalk.com. SiteTalk is the only Social Networking Platform with a loyalty reward program that truly rewards Members for their activities and time spent on the website.

Phase II of Star Club will extend the rewards beyond each Member's personal activities to include the activities of the friends and family each Member signs up on SiteTalk. Benefits will continue for up to five levels, significantly expanding the potential benefits for participating in the Star Club program.

Points earned can be used for purchasing SiteTalk Deals and SiteTalk Bids, playing SiteTalk Games, sending gifts to friends, and more. The company is also regularly adding new products for purchase through SiteTalk, including natural body care products, high quality facial cosmetics and nutritional energy drinks.

Now in the planning phase, Star Club Phase II development will begin in April ready for preliminary launch by the end of July 2014.

These developments have been planned alongside the build of SiteTalk 4.0 ([Press Release February 25, 2014](#)), in addition to our campaign to promote SiteTalk to the US market. The company has been holding webinars with marketing leaders in the United States, where SiteTalk currently has over 430,000 Members.

"There are a lot of people who have been waiting a long time for SiteTalk to push aggressively into the US—most of them wanting the business opportunities that we provide. We regularly have people from the US at our global marketing events in Europe, asking us when SiteTalk's business opportunities will be online in the US. Well, that's finally happening," said Frank Ricketts, Managing Director of SiteTalk Community Inc.

Along with the build of SiteTalk 4.0, SiteTalk is developing an Online Presentation Tool to assist with the company's marketing efforts. This includes five to six short SiteTalk teaser videos that will be available in thirteen languages. These two-minute videos will attract new Members with simple and entertaining messages about the features of the SiteTalk platform such as Star Club, business opportunities and available products. Scripting and casting for the teasers is now

complete and production is ongoing, scheduled for completion by May 10, 2014.

### **About Global Digital Services PLC**

Global Digital Services PLC trades on the [Cyprus Stock Exchange's Emerging Companies Market under the symbol STC](#). SiteTalk Community Inc. became a wholly owned subsidiary of GDS pursuant to a transaction that closed on July 30, 2013. Presently, Global Digital Services PLC's sole asset is SiteTalk Community Inc., a multi-functional and multi-lingual social networking platform that enables members to connect, communicate and create business opportunities.

### **Contact Information**

#### **UK**

Phone: +44 (0) 207 718 0067

Fax: +44 (0) 207 1 800 889 9898

Address: 37th Floor, 1 Canada Square, Canary Wharf  
London E14 5AA, United Kingdom