

Minti, the Parenting Advice Website that MSN described as MySpace for Parents is Now All Grown Up

Minti, the advice-opedia for parents by parents, has just graduated from its public beta stage.

Perth, Australia (PRWEB) August 23, 2006 -- [Minti](#), the world's first global parent-to-parent ranked advice website, has completed its public beta phase. Conceived with the goal of supporting mothers and fathers worldwide to become the best parents they can be, Minti has attracted hundreds of thousands of visits in the five months since its launch on 8th March 2006.

Parent's from across the world have signed up, shared advice and connected through the technology platform provided by Minti.

“We are so proud to be a part of the Minti phenomenon, to have watched it just grow and grow” said Clay Cook, Co-founder and CEO of Minti. “Parents from around the world have been so eager to contribute their know-how and experience to make it that little bit easier for other parents to raise their kids with less stress and more enjoyment.”

Having to cope with surprisingly few teething problems, Minti's management team have been able to work continually on developing the site since launch, based largely on the advice provided by Minti's members. Minti now boasts one of the most impressive “mash-ups” of Web 2.0 technologies to be found on the internet, with features including:

- user generated content (not unlike Wikipedia)
- social ranking of content (not unlike del.icio.us ; TripAdvisor)
- user tagging and tag clouds (not unlike Flickr)
- free blogs (not unlike Blogger)
- user created sub-groups
- personal homepages, friends features and private lounge areas (not unlike MySpace)
- extensive RSS feeds (beyond blog posts)
- external “edge content” blog mirroring (not unlike Technorati)
- detailed Question & Answer features (not unlike Yahoo! Answers), and
- comprehensive search functionality across all content sources.

All this comes in a free-to-use site open to parents worldwide.

Thousands of parents have shared their questions and received great practical and real-life advice on the best solutions to the many varied and challenging issues associated with child-raising, including [Itchy Skin during Pregnancy](#), [The Importance of Movement for Children](#), [7 Tips for Potential Stay at Home Dads](#), and [Children and Internet Safety](#). By either actively participating in the [Questions and Answers](#) or browsing through the [wide range of articles](#), tens of thousands of parents have found that help for problems encountered during everyday life is suddenly only a few clicks away.

Minti's parent company, Vibe Capital, is busy dealing with the considerable attention [Minti](#) has received from a number of major Internet companies since its launch. It is currently negotiating the licensing of its core technology to prospective partners seeking to launch their own advice-based communities, as well as developing additional verticals itself. The company is also dealing with a number of potential suitors. Whilst

admitting the attention is flattering, Clay Cook noted that “Minti is just starting to get a feel for the Web 2.0 space and what may be possible. Whilst we are genuinely astounded by how far Minti has come in a relatively short time, the indications are that we are only just scratching the surface of its potential.”

About Vibe Capital Pty Ltd

Founded by internet entrepreneurs Clay Cook, Rachel Cook and Matthew Macfarlane, Minti is a subsidiary of Vibe Capital Pty Ltd, a privately held company in Perth, Australia. Minti is the first of several ranked advice communities to be launched by Vibe Capital using its advice-based social platform. For more information visit www.vibecapital.com or www.minti.com

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* [MSN/Sympatico](#) linked to the [Family 2.0 article](#) with the heading “MySpace for Parents”.

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