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## The Point Gives Facebook ‘Ultimatums’

*New Facebook Application Leverages the Power of the Tipping Point Principle and Social Networks into Group Activism and Action*

CHICAGO, FEBRUARY 26, 2008 – The Point ([www.thepoint.com](http://www.thepoint.com)), a platform for group action that enables people to solve problems that require a critical mass of participation to succeed, announced it has launched its ‘Ultimatums’ application on Facebook to harness the passion of Facebook users to bring about measurable change.

Ultimatums helps people channel their energy into a results-oriented campaign. Rather than joining ‘notion-based’ calls to “end global warming” or “fight poverty,” each ultimatum defines a specific situation that can be changed through coordinated group action. For example, unless Zippy Oil stops dumping waste in Lake Cleanwater, we will boycott Zippy Oil when 100,000 people join the campaign. With Ultimatums, no one takes action until there are enough participants to achieve the desired result.

“There’s a lot of potential energy building up in Facebook,” said Andrew Mason, founder of The Point. “People want a way that they can actually make a difference. By launching our Facebook application, Ultimatums, we’re providing a conduit, a channel by which that potential can be converted into activity that is ruthlessly focused on forcing real-world change to occur.”

Any Facebook user can install the Ultimatums application in a few clicks by visiting <http://apps.facebook.com/ultimatums/facebook/>. The user then has the ability to join an active ultimatum and invite their friends to join. If an ultimatum reaches its tipping point, the user will be notified through Facebook that the action is beginning, and a solution to their shared problem is within reach. While a standalone application, Ultimatums on Facebook is completely integrated with The Point’s main site at [www.thepoint.com](http://www.thepoint.com), combining the power of the two communities toward a common purpose.

Ultimatums range from the small and local to the large and international. Examples include an effort by Loyola University students to improve the quality of their health center, and a group of Kentucky Fried Chicken customers seeking to change KFC’s policies regarding treatment of animals.

### **ABOUT THE POINT**

Established in 2007 in Chicago and empowered by tipping point methodology, The Point is a platform that helps individuals organize efficient group action, leveraging the power of the Web to solve problems and catalyze change. Learn more at <http://www.thepoint.com>.