



Twitter Launches Follow Button; IMDb Is Featured Launch Partner

(May 31, 2011) Today Twitter announced a new Follow Button widget. IMDb is the featured launch partner. With this new functionality, IMDb is making it even easier for our more than 100 million monthly unique users to follow and retweet their favorite celebrity Tweets. Specifically:

1. IMDb is adding a Twitter Follow Button to applicable celebrity name pages on IMDb.com and IMDb Pro. Through the IMDb Pro site, more than 10,000 entertainment industry professionals have already added their Twitter handle to their name pages on IMDb.
2. Fans can now see how many Twitter followers their favorite celebrities have as well as follow their most recent Tweets inline – directly from the IMDb name page.

To read the official Twitter blog post that contains an IMDb screenshot, go to: <http://blog.twitter.com/2011/05/introducing-follow-button.html>

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