



10 years ago

GRIF

a dream was born...

Milan, 1993. A student was telling his friends to get an internet connection.

For that student (Marco Lucini) the explanation had to be explained as nobody really knew what was he talking about. But a new era was dawning...

In just a short time the internet gained in popularity. During the following years, Marco a student in the Faculty of Architecture, took part and won several competitions in computer graphics (Internet Ray Tracing Competition) and collaborated in the animation of Nightlong (1998, MicroProse).

He designed architectural illustrations in CAD for a number of editions in architecture in order to finance his studies.

Battling with his multiple interests in photography and painting, in 1998 he started the most important project yet to date: a simple and involved internet service to attract a fast growing number of users. The idea: A daily personalized horoscope via e-mail.

That is how in November 1999 Grif.inter@ctive was born, the publisher of Horoscopofree.com, a web portal offering registered users a horoscope via e-mail. The success was well above expectations and in 2000 the national press published a series of enthusiastic articles.

What seemed only an experiment was turning rapidly into a real company and Marco decided to concentrate all his energy on this winning web service.

In 2001 the web portal Horoscopofree.com was honoured as the Best Internet Entertainment Service from the "IlSole24ore", the most important and renowned Italian daily business newspapers.

In 2004 the same daily newspaper promoted Horoscopofree.com as the Italian favourite web site (beating even Google.it). The same year, web versions in English, Spanish and German language were published and the success story continues still to this day.

In 2005 the new services of ChingOracle and Biorhythmfree were published.

In 2007 Meetpod.com was born and at the same time the Portuguese version of all services went live.

In 2008 the versions in Chinese and Polish were released. More versions were added this year in three languages: Russian, French and Dutch.

Grif.inter@ctive

November 1999-2009

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Today the work of Grif.inter@ctive is appreciated by 14 million registered users who every day receive their personalized service as well as value added communications from a wide number of sponsors who support the project. Horoscopofree.com is among the 5.000 most visited web sites in the world (Alexa).

Every day over 25.000 new users join the service and share their demographic profile to obtain the excellent quality service Grif.inter@ctive guaranties. Over 8 billion e-mails timely delivered in 2008 is another confirmation once again of our success.

ten years together without a minute of boredom!

Despite the hard work, the staff of Grif.inter@ctive are happy to have successfully united and served millions of users from different continents and cultural backgrounds, delivering simple services always for free.

Today as in the past 10 years, Grif.inter@ctive entertains million of people every day and gives an excellent opportunity for the sponsors of the project to communicate with a wide audience.

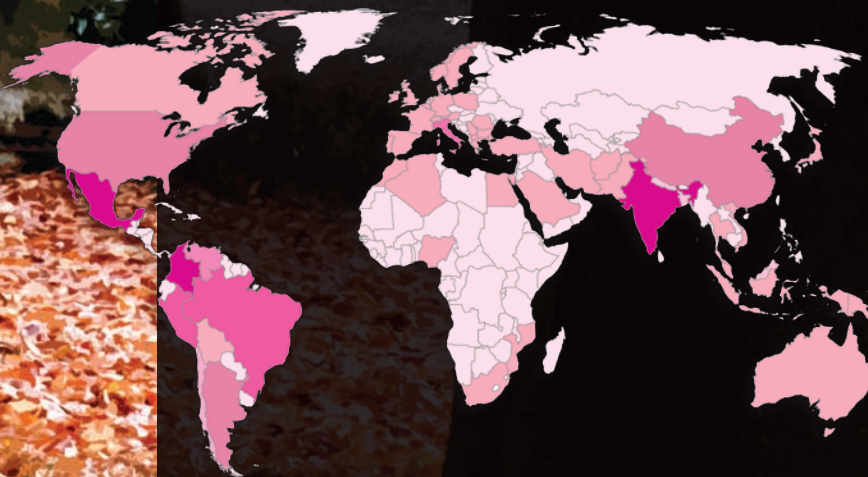
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Europa	1,5 MLN users
Asia	2,8 MLN users
America Latina	8,5 MLN users
North America	0,3 MLN users



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