

## Non-profit organization announces plan to drive 1,000,000 Windows web surfers towards Linux

MULTILINGUAL GROUP OF MARKETING DEVELOPERS WANTS WEBSITE TURNED INTO INTERNATIONAL LINUX HOMEPAGE; INITIATING SPREADFIREFOX-LIKE CAMPAIGN.

Mennecy, France (March 31st, 2008) - In an announcement to the FOSS communities and enterprises, the *GNU/Linux Matters* non-profit organization expresses its intent to establish a recognized, multilingual homepage for the Linux operating system.

The organization, registered a year ago to further the work of a small group of volunteers, promotes the website [GetGNULinux.org](http://GetGNULinux.org) and its translations, each of which has its own tailored domain name and content. "Many websites display the merits of GNU/Linux, but we found none that was both relevant to a very wide public and of professional marketing quality", said Olivier Cleynen, president of GNU/Linux Matters. "This is what we focus on. We are releasing material that is appealing and relevant to everyday users and those who have no time for software matters".

The non-profit implemented a powerful on-line system enabling easy participation for translators, and expects to grow significantly in 2008. "We are now able to release and maintain multiple translations of our websites rapidly and efficiently", said Gustavo Narea, General Secretary of the organization. GNU/Linux Matters warmly invites community members of all languages to participate in building and maintaining further translations. The organization leaders view multilingualism as a key to increase Linux market share.

Building on its momentum, the organization has set the ambitious goal of reaching out to 1,000,000 web surfers within one year. "About one thousand Windows users find us through search engines every day. With more translations and an organized linking campaign, we can bring this to eight thousand - effectively explaining GNU/Linux to a million people over the course of one year", explained Gustavo Narea. GNU/Linux Matters plans to construct an active linking community similar to SpreadFirefox, imitating the Mozilla community's successful model to benefit the Linux operating system.

GNU/Linux Matters believes that high-quality marketing for Linux needn't be distribution-specific - the organization wishes to re-establish Linux as a recognized, important and exciting topic on the Internet. "There's more to it than simply being another GNU/Linux enthusiasts group", said Olivier Cleynen. "The Linux OS - not merely individual distributions - deserves professional-quality marketing; and we strive to provide just that". With a handful of members of six nationalities in its Committee, the small organization is determined to increase its reach and become a multi-lingual Internet reference for freedomware marketing.

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About GNU/Linux Matters:

A forefront actor of Internet marketing for software freedom, GNU/Linux Matters is a non-profit organization registered in France. Consisting of a small team of passionate members, it provides free software communities with high-quality, multi-lingual websites aimed at everyday computer users. Its main project, GetGNUlinux.org (<http://www.getgnulinux.org/>), is focused on the Linux operating system.

Read more at <http://www.gnulinuxmatters.org/>

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