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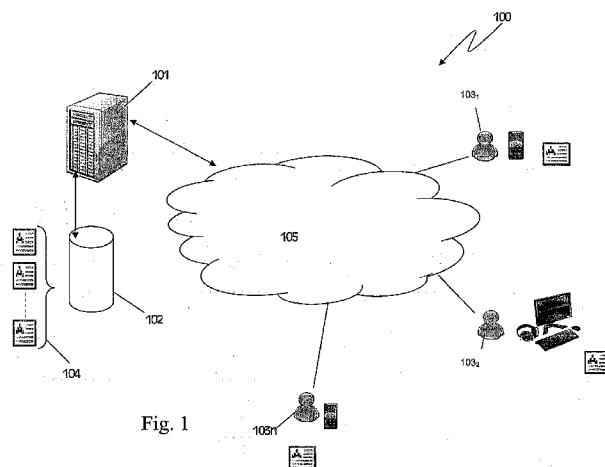


Fig. 1

(57) Abstract: A system and method for facilitating the transfer of contact information between network subscribers said system including at least one server coupled to the network; at least one database coupled to the server; a plurality of subscriber terminals coupled to the network wherein each subscriber's terminal is configured to send contact information associated with a subscriber to the server in response to a request by said subscriber; wherein the request causes the subscriber's terminal to compile the contact information into an electronic business card object having one or more textual fields and map the one or more textual fields of the electronic business card to one or more object attributes contained in an electronic business card object and transmit the electronic business card object to the server for storage in the database is disclosed.