



Flurry Announces AppCircle Rewards *iPhone, iPad Game Developers Turn Virtual Currency into Cash*

San Francisco – August 25, 2010 – Flurry, Inc., a leading mobile application analytics, monetization and promotion service provider, today announced the public availability of AppCircle Rewards, an add-on solution for Apple iOS game developers using AppCircle. AppCircle Rewards enables game makers to integrate their own virtual currency systems into AppCircle, Flurry's recommendation-driven application cross selling network, to reward application downloads and significantly increase revenue. Released earlier this month, AppCircle Rewards is already delivering eCPMs of more than \$50 to game developers.

"Advertisement has become a strong revenue stream for social games on iOS devices," said Simon Khalaf, president and CEO of Flurry. "In addition to generating record eCPMs for performance-based networks, AppCircle Rewards delivers a great app discovery solution to iPhone gamer developers."

According to eMarketer, a marketing research firm focused on digital media, marketers will spend \$220 million worldwide to advertise within social games and applications during 2010, rising to \$293 million in 2011. These figures are in addition to sales of virtual goods, offered via in-app purchases. AppCircle Rewards facilitates this advertising spend by benefiting the end-users and generating significant revenues for game developers.

"Using AppCircle Rewards, we've consistently earned eCPMs exceeding \$60, even at scales of tens of thousands of downloads," said David Tsai, cofounder and CEO of Zhurosoft. "Integrating our virtual currency system from High School Hero into Flurry's API was simple and flexible."

While AppCircle Rewards was conceived for game publishers with virtual currency, the solution works equally well for any app with virtual goods or currency. Developers can reward users for downloading AppCircle-recommended apps with any virtual item they choose. Participating as AppCircle publishers, developers earn 60% of the install price charged to the advertiser, creating a meaningful incremental revenue source.

"AppCircle Rewards is a win-win for us and our users," said Justin Maples, CEO of Broken Thumbs Apps. "Offering users bonus virtual currency for downloading Flurry powered app recommendations has increased user engagement for our most popular app, Zombie Duck Hunt, while allowing us to earn additional revenue."

Integrating AppCircle Rewards is flexible for game publishers. It can be integrated into a game-wide offers section, promoting alternate payment options for virtual goods. The solution can also be used for time-based promotions, such as weekend offers, and loyalty rewards offers, such as providing an incentive for return-users.

Game developers interested in AppCircle Rewards are encouraged to contact their Flurry account managers for help getting started. Emails can also be sent to appcircle@flurry.com.

To learn more about Flurry Analytics and Flurry AppCircle, please visit www.flurry.com.

About AppCircle

AppCircle is Flurry's application cross selling network, available for iOS and in beta for Android. Application developers can use AppCircle as publishers, promoters or both. As publishers, developers integrate Flurry into their applications, enabling Flurry to serve targeted application recommendations to their consumers. Publishers earn 60% of the price promoters pay for each app download. As promoters, application developers create campaigns and set bids on how much they are willing to pay for a new

user. Flurry's recommendation engine will match relevant promoter apps to display in publisher apps, and then use bidding to rank the order in which impressions are shown.

About Flurry

Flurry is a leading smartphone application analytics and monetization platform used by more than 45,000 applications across iOS, Android, Blackberry and J2ME. Flurry tracks over three billion end user application sessions each month.

Flurry is venture-backed with offices in San Francisco and New York. For more information, please visit www.flurry.com.

Note to Editors

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