

Flurry Named AlwaysOn OnHollywood 100 Winner

Company Selected as Technology Innovator in Mobile Application Analytics

San Francisco, April 9, 2009 – Flurry, the leading cross-platform mobile application analytics provider, today announced that it has been selected to the 2009 OnHollywood 100 List. The OnHollywood 100 Award is given to private, emerging technology companies in the media and entertainment industries. Flurry was selected by the AlwaysOn editorial team based on demonstration of growth, market opportunity, quality of innovation and customer traction.

"We are honored AlwaysOn has recognized Flurry as a leader in the mobile analytics space, assisting mobile application developers and content providers capitalize on the unprecedented opportunities presented by the iPhone App Store, Google Android Market and imminent launch of BlackBerry App World," said Simon Khalaf, Flurry president and CEO. "By providing deep insight into end user consumption and behavior, Flurry's industry-leading mobile analytics service lets application developers optimize their business, product design and marketing functions like never before."

The OnHollywood 100 winners were selected from among hundreds of other technology companies nominated by investors, bankers, journalists and industry insiders. The AlwaysOn editorial team conducted a rigorous three-month selection process to finalize the 2009 list.

"This year's OnHollywood 100 companies represent the future of entertainment and spotlight how technology and digital media have and will continue to deeply impact the entertainment industry as we know it," said Tony Perkins, founder and CEO of AlwaysOn. "Despite the economic downturn, the pace of innovation

continues to progress, making this year's selection even more difficult. We are pleased to see what 2009 has in store for the entertainment industry and we are happy to reveal the 2009 OnHollywood 100."

Flurry and the other OnHollywood 100 winners will be recognized at the OnHollywood, April 27th-29th at The Sofitel Hotel in West Hollywood. OnHollywood is where cutting-edge technology CEOs from the back streets of Silicon Valley meet the Hollywood digital entertainment and media elite. This two day executive event features high-level debates on which forces are disrupting user behavior and creating new opportunities, content strategies and monetization schemes in the video, music, gaming, and mobile industries.

A full list of all the OnHollywood 100 winners can be found on the AlwaysOn website at <http://alwayson.goingon.com/permalink/post/31890>

To learn more about the Flurry Analytics service, please visit www.flurry.com

About AlwaysOn

AlwaysOn ignited the open-media revolution in early 2003 by being the first media brand to launch a global blog network. In 2004, AlwaysOn continued to lead the media industry in innovation by introducing a social network where members can connect and engage. AlwaysOn is also revolutionizing the media business by applying its open-media principles to its executive event series (Stanford Summit, AlwaysOn Hollywood, AlwaysOn Media and GoingGreen) and quarterly print "blogozine" by empowering its members to post and share their ideas and meet each other online. As our loyal readers know, AlwaysOn is committed to the free-market, merit-driven approach to reporting and event programming. No other media brand has dared to create such open interaction with its readers and event participants.

About Flurry Analytics

Flurry Analytics helps developers make better iPhone, Android, Blackberry and Java ME games and applications. The service is free, requires minimal integration and occupies a negligible amount of space in an application. Through analytics, developers can track consumer behavior and application performance to identify user needs, increase retention and grow revenue.

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