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**FOR IMMEDIATE RELEASE:**

**NOW WITH COVER STORIES, FLIPBOARD™ FOR iPad HAS A SINGLE PLACE TO QUICKLY FIND INTERESTING NEWS FROM FRIENDS AND SOURCES**

***Newly Designed Covers, Interior Pages, and Photo Galleries  
Makes Everything More Beautiful***

**March 1, 2012 – Palo Alto, Calif.** – Cover Stories, a beloved feature first introduced on Flipboard™ for iPhone® and iPod Touch® in December, is now available on Flipboard for iPad®. Cover Stories gives readers one place to quickly catch up on some of the most interesting stories, posts and photos from everything they have connected to their Flipboard. Cover Stories shows up as a new, “double tile” on Flipboard’s first page. Cover Stories learns what readers like from their interactions with news, posts and photos shared by friends and sources. Over time Cover Stories on Flipboard gets more and more relevant, giving readers one place to quickly catch up on their social news.

On the iPad, the design and editorial teams have infused Flipboard with even more timeless print principles, applying the feel and flow of a magazine to real-time social media content. For instance, new covers, typography overlays on photos and beautiful full-bleed images make the social magazine pages resemble the beauty of print design that people love so much even more than before.

**By Popular Demand**

Based on reader feedback, this edition of Flipboard also includes the following additions:

- A third page in the Flipboard Table of Contents gives readers more tiles, now with a total of 32 tiles, to quickly dive into favorite Flipboard sections.
- New first launch experience on Flipboard for iPad during which a reader can pick topics of interest to get started -- from Tech to Travel. This set-up now mirrors the new user process from Flipboard for iPhone.
- In addition to having whole Google Reader feed, now it's possible to add a specific Google Reader folder as a Flipboard tile.
- A simple way to get international content with recommended regional reading - the first eight countries now accessible in settings. More on this below.

### **International Expansion**

This edition of Flipboard lays the groundwork for further internationalization and includes our first European launch with the release of a French edition of Flipboard (see related press release today).

In addition to the custom French-language edition, Flipboard is also making it easier for other international readers to enjoy Flipboard. Now readers of Flipboard in the UK, Canada, Australia, Ireland, France, Hong Kong and Taiwan can easily access a Content Guide with hundreds of recommendations based on their language and location through the new country picker. A single tap on the red ribbon lets readers access the Content Guide. Later this month, Flipboard will also launch a Japanese Content Guide.

### **About Flipboard**

Flipboard is the world's first social magazine. Inspired by the beauty and ease of print media, Flipboard's mission is to fundamentally improve how people discover, view and share content across their social networks. Start reading your magazine by downloading Flipboard at [www.flipboard.com](http://www.flipboard.com). The company is based in Palo Alto, California and backed by legendary investors Kleiner Perkins Caufield & Byer, Index Ventures and Insight Venture Partners. You can follow us at [twitter.com/flipboard](https://twitter.com/flipboard).