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FOR IMMEDIATE RELEASE:

**FLIPBOARD LAUNCHES ITS SOCIAL MAGAZINE ON
ANDROID PHONES WORLDWIDE, NOOK AND KINDLE FIRE IN THE U.S.,
EXPANDS WITH GOOGLE+ AND YOUTUBE**

**Live Today in Google Play, Bundled with U.S. Carriers on
Samsung's Galaxy S III and Now Customized for 12 Countries,
Flipboard Reaches More People in More Places**

June 22, 2012 -- Palo Alto, Calif. -- Today Flipboard™, the place to see everything that is happening around the world and right at home, is coming to Android phones worldwide, NOOK® and Kindle Fire in the U.S. Flipboard lets people keep up with the latest news around the Web, flip through updates from friends on social networks or sit back and enjoy great stories and photos from people and publications they love. Designed with beautiful, magazine-like pages that are easy to flip through, Flipboard is a new way to experience the Web on smartphones, popular mobile devices and iPads.

For the first time Flipboard is available to the hundreds of millions of Android users as a free download in Google Play. In addition, Flipboard is now available in the Amazon Appstore for Android, the Barnes & Noble NOOK Store™ and in Samsung Apps. For people in the United States, Flipboard will come pre-installed on the new Samsung Galaxy SIII via leading U.S. carriers.

Google+ and YouTube Now on Flipboard

In addition to expanding reach to more phones, Flipboard is also bringing people more of the stories and updates they care about with the addition of Google+ and YouTube.

Now, anyone can add their Google+ account to Flipboard and see stories in their stream, updates from people in their Circles, and posts from pages they subscribe to, all in a beautiful magazine experience. As people flip through Google+ they can also +1 any post or tap the avatar to share, comment and reply on Google+.

By adding YouTube, Flipboard readers can watch videos from people they follow and channels they subscribe to, check-out the videos they've uploaded or browse videos they added to their "Favorite." YouTube users can also view, comment, like, share and subscribe to new people or channels right from Flipboard.

"People are amazed by all the things they can see on Flipboard, and often the most personal and interesting stories come from friends," said Mike McCue, CEO of Flipboard. "Today we have over 2000 featured content partners from around the world and, now with the addition of Google+ and YouTube, we have all of the popular social networks for our readers to sit back and enjoy."

Internationalization

Today, Flipboard is also releasing fully localized editions of Flipboard for Germany, Korea, Italy, Spain and The Netherlands. With Flipboard already customized for Japan, France, China and English-speaking countries including the United States, United Kingdom, Canada and Australia, the company continues to invest in curating global content and creating a local experience that makes Flipboard more compelling and relevant to international readers.

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. 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.

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