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FOR IMMEDIATE RELEASE:

**FLIPBOARD'S SOCIAL MAGAZINE FOR IPAD NOW AVAILABLE IN CHINA,
LAUNCHES IN PARTNERSHIP WITH SINA AND RENREN**

**Customized for Chinese Readers,
Chinese Edition is First International Expansion for Flipboard™**

December 6, 2011 – Palo Alto, Calif. / Beijing, China – Today, Flipboard™, in partnership with Sina, the most influential Chinese portal, and Renren, China's leading real-name social networking platform, is launching the Chinese edition of Flipboard™.

Already enjoyed by millions worldwide and recognized by Apple® as iPad® App of The Year, Flipboard is now customizing its pioneering social magazine for Chinese users. The new Chinese edition of Flipboard features local Chinese content, posts shared on Sina Weibo, the fastest growing micro-blogging service in China, and updates from friends and family on Renren, the largest real-name social networking site in China.

Flipboard is a fast, beautiful way to enjoy all the stories, photos and updates being shared across social networks. Because readers can add content from any social feed in any language, Flipboard already has a significant percentage of readers outside the United States. However, this is the first time Flipboard has launched internationally with a local-language experience, a Content Guide with curated regionally relevant content and the addition of popular local social media and networking sites.

“We chose China for our first international edition because we had a unique opportunity to create an amazing experience with Sina and Renren. Also, China has the second largest Apple App Store in the world and it's one of the fastest growing markets for the

iPad,” said Mike McCue, CEO of Flipboard. “There are millions of people getting more and more of their content from Chinese social networks and Flipboard gives them a new way to enjoy that content. We are honored to be working with leaders, Sina and Renren, to offer a truly relevant and exciting social magazine for Chinese readers.”

“We have worked closely with Flipboard over the past months as they developed the Chinese edition of Flipboard. We believe having Sina content and publication partners available on Flipboard furthers the ecosystem, providing a new way for publications to reach readers and a new way for our Sina Weibo users to enjoy and share content,” said Charles Chao, CEO of Sina.

“Renren is all about communication and sharing between real-life friends and networks. Content delivered conveniently through visual entertainment is a great way to enhance user engagement. Renren’s cooperation with Flipboard will further enrich our social network experience and satisfy user demands,” commented Joseph Chen, Chairman and CEO of Renren.

Flipboard, Chinese Edition

Flipboard gives Chinese readers a single place to quickly flip through the news, social updates and photos they care about. Using the Content Guide, readers can find the latest in news, fashion, design, technology, photography and many other categories that have all been carefully curated by a team in China, or use the search bar to find anything shared. Equally, anyone can connect Flipboard to social networks Renren, Sina Weibo, Instagram, LinkedIn and Google Reader to see all of the updates, photos and shared articles from friends and family. The attention to design, intuitive interface and social functionality Flipboard is known for are also represented in the Chinese experience. Starting today, Flipboard for iPad Chinese Edition is available for free in the Apple China App Store.

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, browse 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 weibo.com/flipboard.

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