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FOR IMMEDIATE RELEASE:

**FLIPBOARD™ LAUNCHES ITS SOCIAL MAGAZINE FOR
IPHONE AND IPAD IN FRANCE**

*Inspired by The Beauty of Print,
Flipboard Transforms The Experience of Reading Social Media*

March 1, 2012 – Paris, France / Palo Alto, Calif. – Today, Flipboard™ introduces its social magazine for Apple's® iPad®, iPhone® and iPod Touch® in France. Flipboard is a fast and beautiful way to enjoy stories, photos and updates shared on Facebook, Twitter, LinkedIn and other social networks; readers quickly flip through the latest stories, photos and updates from friends and trusted sources. Completely in French and featuring local content, the new edition is available for free from the French App Store starting today.

In addition to creating a French language experience, readers of Flipboard's French edition also have access to a Content Guide curated specifically for them with French publications, blogs and other content sources. Because people can discover and read content in any language on Flipboard, the social magazine is already popular in France.

"With millions of international readers, we are focused on making Flipboard even more relevant for our readers around the world," said Mike McCue, co-founder and CEO of Flipboard. "France has consistently been in our top ten for downloads and with an active

French readership and several French speakers working at Flipboard, we're excited to launch this custom Flipboard edition."

Flipboard applies the timeless print principles to real-time content that is shared via social media like Facebook, LinkedIn, Twitter, Instagram, Google Reader, Flickr, Tumblr and 500px. Readers can flip through the news of the day, photos from friends, favorite blogs and social networks as easily as they flip through a magazine. The new French edition of Flipboard includes all the functionality of the global Flipboard experience, including the new Cover Stories launched today (see related press release today).

France is the first country in Europe with its own edition of Flipboard, and the second country outside of the United States after China. Approximately 40 percent of Flipboard's audience lives outside of the United States.

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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