

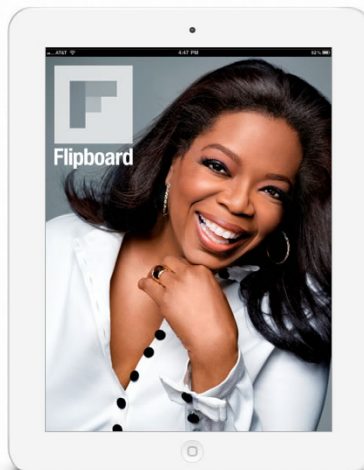


FOR IMMEDIATE RELEASE

April 14, 2011

FLIPBOARD PARTNERS WITH OWN: OPRAH WINFREY NETWORK AND OPRAH.COM FOR THE FIRST EVER 'OPRAH' SECTION TO BE INCLUDED IN ALL NEW FLIPBOARD DOWNLOADS

Exclusive on Flipboard and Oprah.com, Oprah's Farewell Countdown Videos



Palo Alto, Calif. - Los Angeles – Launching today, Flipboard, OWN: Oprah Winfrey Network and Oprah.com present the official “Oprah” section on Flipboard, the world’s first social magazine exclusively available on Apple’s iPad. For the first time ever, Flipboard will create a branded section for a partner on their front page. Every new download of Flipboard will come with select recommended content including Facebook, Twitter and now Oprah. With the Oprah curated section, users will not only see the latest and greatest from Oprah, but they will be able to read content from O, The Oprah Magazine and view the launch of her personal Farewell Countdown Videos exclusively on Oprah.com and on Flipboard.

“What we’ve announced today is a first for Flipboard and an exciting step toward connecting Flipboard readers to the globally admired content from Oprah,” said Mike McCue, CEO and Co-founder of Flipboard. “We’ve been honored to work with her team to create a truly integrated experience that gives Oprah’s audience a way to enjoy her stories and easily share and comment on the things that inspire them everyday.”

“This is a great way for Oprah’s audience all over the world to have access to and share content from Oprah’s various platforms,” said Glenn Kaino, senior vice president, digital, OWN. “We’re excited to be the first in this unique partnership with Flipboard.”

Flipboard gives Oprah a new way to engage and connect with her audience while using her favorite technology, the iPad. The award-winning O, The Oprah Magazine iPad app brings the magazine to life each month with a rich, interactive layout, and Flipboard will offer users access to content across Oprah.com, including gorgeous full-page images and stories and rich video viewing, allowing them to flip through the stories they love and immediately “like,” re-tweet, comment on or share their favorites with friends and family, making the entire Oprah experience more social than ever.

The Oprah Flipboard experience also provides the opportunity to go behind the scenes of landmark farewell season of "The Oprah Winfrey Show" with Oprah’s Farewell Countdown Videos, get sneak peaks and access full episodes of popular series on OWN, plus view knockout content from Oprah.com and O, The Oprah Magazine. Now, using Flipboard for iPad, users can immerse themselves in stunning before-and-after-photos, find a recipe to make tonight, get exclusive expert advice, and even keep up with Oprah’s tweets.

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 (for free) at flipboard.com. The company is based in Palo Alto, California and backed by legendary investors Kleiner Perkins Caufield & Byers and Index Ventures. You can follow us at twitter.com/flipboard.

About OWN: OPRAH WINFREY NETWORK

A joint venture between Harpo, Inc. and Discovery Communications, OWN: OPRAH WINFREY NETWORK is a multi-platform media company designed to entertain, inform and inspire people to live their best lives. OWN debuted on January 1, 2011, in approximately 80 million homes on what was the Discovery Health Channel. The venture also includes the award-winning digital platform, Oprah.com. For more information, please visit www.oprah.com/own and www.press.discovery.com/us/own.

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Media Contacts:

OWN: OPRAH WINFREY NETWORK
Wendy Luckenbill, VP, Communications
Wendy_Luckenbill@own.tv
(323) 602-5566

FLIPBOARD:
Marci McCue
marci@flipboard.com
(408) 921-6993