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FOR IMMEDIATE RELEASE

**FLIPBOARD GETS RESOLUTIONARY:
LAUNCHES RETINA EDITION FOR NEW IPAD**

MARCH 16, 2012 -- Palo Alto, Calif. -- Starting today there is a new edition of Flipboard™ specifically designed for the stunning Retina™ display of Apple's® new iPad®. Now the millions of people who purchase the new iPad will be able to instantly enjoy its richer, deeper and more vivid experience when they use Flipboard.

With the new Retina display Flipboard images are more saturated and sharper, the typography is more comfortable to read and everything feels closer to a true print magazine. Popular for flipping through social news, photos, updates from friends and content from around the world, Flipboard is now an even more immersive reading experience when using the new iPad.

“As people read more and more of their daily news, check social networks and browse photos from friends on their iPad, Apple’s Retina display brings an entirely new level of enjoyment to that part of our lives,” said Evan Doll, co-founder Flipboard. “With a more pleasant Flipboard experience, easier on your eyes and more beautiful to flip through, we believe people will spend even more time reading their Flipboard.”

Flipboard is available for free in Apple App Stores® worldwide.

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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