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**FOR IMMEDIATE RELEASE**

**Social Networks Sina Weibo and Renren  
Now Available To Flipboard Readers Worldwide**

***Also Today Flipboard For iPhone Launches in China***

**March 22, 2012 — Palo Alto, Calif.** – Today, [Flipboard](#)™ made social networks Sina Weibo and Renren (NYSE: RENN) available for readers all around the world. Now anyone with a Weibo or Renren account can log in from the Accounts tab in the Content Guide on Flipboard for iPad® or iPhone® and see updates, posts and photos from friends and sources they follow on these popular Chinese social networks. These additions bring the total number of social networks available in Flipboard to ten.

Additionally, a Chinese Content Guide is now available for everyone who uses Flipboard. By simply selecting the Content Guide for China in the “This Week” tab on Flipboard, it’s now easy to find great Chinese language content with recommended reading specifically developed for Chinese readers. The Chinese Content Guide includes articles, photos and updates from publications such as VOGUE, Esquire and Cosmopolitan China as well as content from popular services Youku and Douban.

Furthermore, Flipboard launched the [Chinese edition of Flipboard](#) for Apple’s iPhone and iPod Touch® in China today. This edition of Flipboard is available for free in Apple’s China App Store. It marks the introduction of Cover Stories in China. Cover Stories,

available on both iPhone and iPad, gives readers one place to catch up on some of the most interesting news, updates and photos being shared at that moment.

**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](http://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](https://twitter.com/flipboard).

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