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Flipboard Arrives On Android Tablets

Expansion Fills Out Mobile Reach and Broadens Global Presence

December 20, 2012 – Palo Alto, Calif. – Today, Flipboard™ launched its social magazine optimized for Android™ tablets, a top request from Flipboard readers around the world. Read by millions every day, Flipboard lets people enjoy local news, world updates, blogs they love or simply catch up on stories from friends. Now anyone with a Samsung GALAXY Note 10.1, GALAXY Tab series, Nexus 10 or other seven-inch or larger tablet that runs Android, can download Flipboard for free on the Google Play™ Store. Additionally, current Samsung tablet or Note 10.1 users will be able to enjoy Flipboard via an upcoming software update from Samsung.

“With the new devices that Samsung, Amazon, Google and others have brought to market in the recent months, there’s a fast growing Android market,” said Eric Alexander, Head of International Development at Flipboard. “As more people buy Android tablets for themselves or others over the holidays, we wanted to make sure Flipboard is part of their tablet experience.”

For this tablet edition of Flipboard, page layouts have been optimized for a variety of screen sizes and aspect ratios. Taking advantage of the wider screen of the larger Android devices, readers can save more of their favorite sections as tiles and can see larger story excerpts as they flip through their magazine. And having worked with Samsung over the last year, Flipboard is optimized for Samsung’s tablet devices.

Flipboard came to Android phones earlier this year and the phone design was available on devices with a seven-inch-screen, such as Kindle Fire, NOOK and Nexus 7. Now, when they upgrade, owners of these devices will have the new tablet edition of Flipboard. However, for those who upgrade and prefer the phone design experience, they can switch back using “application mode” in settings. Kindle Fire and NOOK users can find Flipboard in their respective app stores.

About Flipboard

Flipboard is the world’s first social magazine, a single place to see everything you care about. Inspired by the beauty and ease of print media, Flipboard is designed so you can easily flip through news from around the world or stories from right at home, helping people find the one thing that can inform, entertain or even inspire them every day. 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 & Byers, Index Ventures and Insight Venture Partners. You can follow us at twitter.com/flipboard.

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