



Contacts
Marci McCue
marci@flipboard.com

Flipboard Expands Social Magazine for iPad with New Content Guide for Browsing Social Web, Brings LinkedIn Industry News to Readers

FOR IMMEDIATE RELEASE -- **JUNE 30, 2011 - PALO ALTO, Calif.** -- Available today, the latest edition of Flipboard, the social magazine for your iPad, simplifies how readers discover and browse the stories, social conversations and news they care about. With a new Content Guide for browsing sources, a social search bar for finding any person, topic or blog, and a new “one-tap” interaction that lets readers quickly dive into articles, Flipboard is more fun than ever to sit back and enjoy. And now Flipboard also brings LinkedIn’s popular professional network and news stories from *LinkedIn Today* to readers, creating custom industry magazines for LinkedIn members.

“This edition of Flipboard makes it easier than ever to explore amazing content, from tech to world news,” said Mike McCue, Flipboard CEO. “And what’s so powerful is that it’s all coming from the Social Web where you can quickly find great photos, breaking stories, updates from friends or news from sources you follow. It’s a very real-time, immersive experience.”

Now simply tap the red ribbon at the top of Flipboard and a new Content Guide slides out for instant access to favorite sources, a search bar, popular social networks, expanded categories, and curated sections. Tap any source to quickly

browse stories. Tap the “add” button in the upper left and the section is added to “Favorites” in your Content Guide. The Content Guide not only provides an anchor from wherever you are in Flipboard, but it also regularly updates with new sources and recommended reading, including legendary titles such as The New Yorker and National Geographic. Now, with a Favorites section, there is no limit to what’s on someone’s Flipboard.

LinkedIn Turns Flipboard Into a Social Magazine for Professional News

A frequently requested addition to Flipboard, LinkedIn now helps professionals stay connected to relevant industry news. Similar to Twitter and Facebook sections in Flipboard that are based on friends, LinkedIn’s 100 million members can now view news they care about most based on what their professional peers are sharing and reading through *LinkedIn Today*.

Additionally, readers can view *LinkedIn Today*’s many industry sections in Flipboard - these select industry news pages curated by LinkedIn’s professional members offer a snapshot of what other professionals in that industry are reading. There are more than 30 industry sections, including real estate, retail, pharmaceuticals, and higher education.

“We want to enable professionals to be great at what they do and LinkedIn is surfacing relevant and timely news to help our members make smarter business decisions everyday,” said Deep Nishar, SVP of Products and User Experience at LinkedIn. “Mobile professionals are using applications like Flipboard daily to consume news, so it makes sense for us to bring LinkedIn’s unique professional lens on news to this audience.”

Popular on Flipboard, One-tap into Stories, Keep on Flipping

This latest edition of Flipboard improves several aspects of the product that make for a faster, more beautiful reading experience. For example, Flipboard highlights popular stories in each section based on how often readers interact with them.

And now, when reading a story in Flipboard, it takes just one tap to go to the full-screen article. When finished with one story, a reader can simply continue flipping to the next one as if they were reading a print magazine; another step toward a more seamless reading experience.

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.

###