



Press Release

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THE NEW YORK TIMES AND FLIPBOARD™ LAUNCH NEW YORK TIMES ON FLIPBOARD FOR iPad AND iPhone

Times Digital Subscribers to have Full Access to Times Content in Flipboard

NEW YORK, June 25, 2012 – The New York Times (www.NYTimes.com) and Flipboard™ (www.flipboard.com) have collaborated to deliver the latest news and award-winning journalism from The New York Times, designed and formatted for optimal reading on Flipboard for iPad and iPhone. The New York Times on Flipboard will be available starting Thursday, June 28.

Today's announcement marks firsts for both companies.

For The New York Times, it marks the launch of NYT Everywhere, a new strategy designed to expand its reach to users on third-party platforms. It is the first time that The Times has offered paid subscribers full access to its content off a Times platform.

For Flipboard, this is the first time readers can access premium content from a publisher within Flipboard's critically acclaimed user experience. Flipboard designed this authentication and navigation experience specifically for The New York Times.

Following authentication by Flipboard, Times subscribers will have full access to all content including full articles, videos, photo slideshows and blogs. By tapping on The New York Times logo, readers will be able to browse stories from various New York Times sections, everything from Politics to Business to Style. As with other New York Times news applications, the *Top News* section of the app is free to all.

“With the launch of NYT Everywhere, with Flipboard, we are continuing our effort to extend the user-experience across a variety of platforms to reach readers where they want to access our journalism,” said Denise Warren, general manager, NYTimes.com and senior vice president and chief advertising officer, The New York Times Media Group. “We're excited to offer our subscribers the option of Flipboard's rich experience and also

to bring our authoritative news, opinion and superior multimedia to a new audience of Flipboard users who may not yet be Times subscribers.”

“There are more and more people reading on mobile devices every day. And it’s more important than ever that great content be discoverable, beautiful and sustainable on these devices,” said Mike McCue, CEO of Flipboard. “With Flipboard we’ve tried to create a path to all three—where publishers can be found, articles and images easily paged through, advertising enjoyed and now subscriber models supported.”

About The New York Times Company

The New York Times Company (NYSE: NYT), a leading global, multimedia news and information company with 2011 revenues of \$2.3 billion, includes The New York Times, the International Herald Tribune, The Boston Globe, NYTimes.com, BostonGlobe.com, Boston.com, About.com and related properties. The Company’s core purpose is to enhance society by creating, collecting and distributing high-quality news, information and entertainment.

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 & Byer, Index Ventures and Insight Venture Partners. You can follow us at twitter.com/flipboard.

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