



Press Release

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Flipboard Rolls Out First “Social Catalog” With The Levi’s® Brand

New Campaign Runs Across Nine Publications on Flipboard; Let’s Readers Tap Into Levi’s® Fall 2012 Collection and Start Shopping

PALO ALTO, Calif. – September 7, 2012 – Flipboard™ (www.flipboard.com), the world’s first social magazine for iPad, iPhone and Android, in collaboration with OMD, today launched the Levi’s® 2012 Fall Collection through beautiful full-page advertising that connects readers to the first curated, shoppable “brand magazine” on Flipboard.

The new campaign feature Levi’s® iconic ‘Go Forth’ Campaign ads and run in nine premier publications on Flipboard. When a reader taps on the ad it opens a new Levi’s® shoppable magazine, letting them browse stories and images Levi’s® is sharing on Twitter and Facebook, video packages from Levi’s® on YouTube and featured Levi’s® products. In addition to learning more about the Levi’s® Go Forth campaign and flipping through the Fall Collections, readers can shop right in the Levi’s® magazine, creating the first “social catalog” on Flipboard.

The Levi’s® 2012 ‘Go Forth’ campaign goes live on Flipboard today and runs until October 31, 2012. It will run in the following publications on Flipboard: *Vanity Fair*, *Glamour*, *Details*, *Elle*, *Marie Claire*, *Esquire*, *ESPN*, *Fast Company* and *Rolling Stone*.

“Using the social underpinnings of Flipboard to create a magazine for individual brands is a great new way for advertisers to connect with Flipboard readers,” said Christine Cook, Head of Revenue at Flipboard. “For Levi’s® they are bringing their beautiful, emotional ads to the specific publications they already know and love and expanding the experience using the social media content they are already creating. There’s very little work on the advertisers’ side, making Flipboard a simple way to reach the millions of people reading on mobile devices.”

About the Levi’s® Go Forth Campaign

The Levi's® Fall 2012 Collection is a refined and tailored look, for both men and women. The designs were inspired by the idea of craftsmanship and authenticity - honoring tradition while defying convention, redefining the norm and re-crafting and re-creating iconic Levi's® styles. For this campaign, Levi's continues their Go Forth campaign - returning for its fourth year in the US with the goal of sharing The New Levis collection with the world.

The campaign will include visually arresting film shot by Lance Acord featuring a global cast of young pioneers getting ready to start their day: the act of getting dressed almost ritualistic, their outfits simple and strong. Influencer seeding, digital engagement, and social media will provide dynamic ways for the audience to participate in the campaign.

About Brand Magazines on Flipboard

Flipboard has developed a new advertising capability where Flipboard creates a single channel for brands to bring together all of the stories, images, videos and promotions that they share on social networks into a single “Brand Magazine” on Flipboard. These Brand Magazines can be browsed by readers on Flipboard and from there readers can share any of the great stories, images or promotions they find. Levi’s® will be the first Brand Magazine on Flipboard that has enabled a shopping experience, effectively creating a catalog driven from tweeting or posting links to product.

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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