



Flurry and Pinch Media Announce Merger Agreement to Create Leading iPhone and Android Analytics and Monetization Service

Combined analytics service will run on more than 80% of all consumers' iPhone, iPod Touch and Android devices

San Francisco and New York - December 23, 2009 – Flurry, Inc. and Pinch Media, two leading smartphone application analytics providers, today announced that they have signed a definitive agreement to merge. This merger will solidify the companies' combined position as the mobile application analytics market leader on the world's fastest growing digital media platforms: iPhone™ and Android™. As a combined company, Flurry and Pinch Media analytics services will be running on more than 80% of all iPhone, iPod Touch and Android handsets worldwide.

According to Morgan Stanley's recent *Mobile Internet Report*, the iPhone is growing faster than the Internet did during the 90s. With 57 million iPhone OS units sold over its first nine quarters, iPhone OS penetration is more than three times greater than what AOL and Netscape achieved, combined, over the same period of time. Additionally, comparing iPhone OS sales to other historically successful hardware launches, iPhone OS outperforms the Nintendo Wii, Nintendo DS, Sony PSP, Apple iPod and RIM BlackBerry. Additionally, Gartner Research recently forecasted that Android adoption will overtake iPhone adoption within three years. Going forward, the company will leverage consumer insight gained by tracking usage on 4 out of every 5 iPhone OS devices and 2 out of every 3 Android OS devices to accelerate revenue generation for application developers.

"Flurry has long since admired Pinch Media's leadership in iPhone analytics and monetization, and is proud to join forces with such an accomplished team," said Flurry president and CEO, Simon Khalaf. "Leveraging the industry's broadest and deepest set of data for iPhone and Android, the combined company will be strongly positioned to deliver a series of monetization and marketing optimization services in ways few other companies can."

The merged company will retain the Flurry name, maintain existing San Francisco and New York offices and hire aggressively. In the near-term, the company's main priorities will be to seamlessly unify its service and significantly increase the analytics feature-set offered. The company will continue to offer its analytics service free of charge.

"Joining forces with Flurry's innovative team made perfect sense from the moment we considered it," said Pinch Media co-founder and CEO, Greg Yardley. "We're still focused on helping iPhone application developers succeed, and thanks to this merger we'll be able to do so in many more ways."

The merged company will track more than 1 billion end-user sessions per month on applications installed across 50 million unique iPhone, iPod Touch and Android devices. Flurry AppCircle™, currently in private beta, is the first of a series of services designed to use data to intelligently target consumers and increase sales in the App Store. For more information, please visit <http://www.flurry.com/product/appcircle/index.html>.

To learn more about the merger, please visit www.flurry.com or www.pinchmedia.com

**About Flurry**

Following the merger with Pinch Media, Flurry will track more than 80% of all consumers across iPhone, iPod Touch and Android devices, and become largest smart phone application analytics and monetization platform. Flurry is venture backed and will have offices in San Francisco and New York.

About Flurry AppCircle

AppCircle is an intelligent, mobile application cross-selling network for the App Store. It was designed to solve discovery, drive new user acquisition and increase revenue for application developers. Using Flurry Analytics, which measures how consumers use a large number of applications across iPhone, Flurry AppCircle then recommends relevant apps within other apps consumers are using in real-time.

Note to Editors

iPhone and Android are trademarks of their respective companies. All other company and product names may be trademarks of the companies with which they are associated.

The closing of the transaction is subject to customary closing conditions.

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