



- FOR IMMEDIATE RELEASE -

FREEAPPADAY SELECTS FUNMOBILITY TO HELP GAMIFY ITS COMMUNITY
New FunChat-powered app enables FreeAppADay to better engage and monetize its growing iOS audience

SAN FRANCISCO, Calif. – (GAMES BEAT CONFERENCE) – July 12, 2011 – FunMobility (<http://www.funmobility.com>), a leading mobile social entertainment company, and FreeAppADay.com (FAAD), a leading iPhone application discovery platform, announced a partnership today to develop an iOS application for the FAAD community. The FAAD application will be based on the newly launched FunChat Mobile Engagement Platform™, a way for brands and services to engage and monetize their audience via enhanced chat, community rewards, a pranking engine and more. The new FunChat-powered FAAD application will enable FAAD users to directly interact with each other, discuss new app releases, and earn virtual currency through the FunChat Mobile Engagement Platform's reward and achievement system. The newly gamified FAAD community will also benefit from increased viral reach, greater user retention, and the creation of new revenue streams through its use of the FunChat Mobile Engagement Platform.

"FreeAppADay has built a sizable audience, driven a lot of downloads and put significant dollars in the pockets of developers through their promotion of apps," said Adam Lavine, CEO of FunMobility. "The FunChat-powered version of FreeAppADay will give FAAD additional ways to increase audience size and stickiness using both fun and revenue-generating features. We see this as the first of many partnerships we will forge using the FunChat Platform as the means to gamify and extend other brands."

The FreeAppADay.com (<http://www.freeappaday.com>) application currently reaches over 5 million iOS users daily via push notification, and millions more worldwide are retrieving FreeAppADay promoted applications using FAAD's dedicated Twitter feed and Facebook page.

FunMobility recently announced the North American launch of FunChat (<http://www.funchat.com>), the world's first cross-platform chat, gaming and pranking smartphone app. FunChat seamlessly blends chat, multiplayer HTML5 games, FunGold™ virtual currency, rewards, and achievements into one application, allowing iOS and Android users to play and interact together in real-time. FunChat also features the world's first mobile pranking engine where users can push audio pranks to smartphones even if the phone is in standby mode.

“FreeAppADay was conceived and built around the concept of community and using crowd sourced and community feedback as a method to extend and promote applications,” said Joe Bayen, CEO and co-founder of FAAD. “Partnering with FunMobility to create our own FunChat-powered community app will only serve to strengthen our community, and encourage our users to communicate more amongst each other.”

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About FunMobility

Established in 1999, FunMobility is a mobile social entertainment company that lets people share, play and connect through their mobile devices. The FunChat Mobile Engagement Platform™ is an integrated suite of applications and interactive mobile widgets that provide new forms of monetization and distribution, and literally enable developers and brands to "join the conversation" with consumers. FunChat™, FunMobility's groundbreaking free smartphone app, is the first product to seamlessly blend chat and games with popular new features including photo pranks, contests, virtual goods and virtual currency. Engage, Express. Enjoy!

Follow us on [Twitter](#), friend us on [Facebook](#), or visit <http://www.funmobility.com> to learn more about the company and products.

About FreeAppADay

FreeAppADay.com is a social networking website built to facilitate iPhone application discovery, as well as offer a centralized location for iPhone enthusiasts and developers of polished iPhone applications.

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