



Flurry Introduces Mobile Game Acceleration Program

Mobile Social Game Veteran Jeferson Valadares Joins Flurry as Games GM

San Francisco - March 23, 2011 - [Flurry](#), a leader in growing and monetizing mobile application audiences, today announced the launch of its Game Acceleration Program (GAP) for iOS and Android platforms. The program offers partners a full suite of support across the development and marketing spectrum. Program support includes industry-leading analytics, game design and development assistance, financing, distribution and marketing. Additionally, unlike traditional publishing models, Flurry does not seek to own the intellectual property of a title. In exchange for development and launch support, the application makers would simply agree to use Flurry AppCircle, the leading application recommendation network, until agreed upon costs are recouped.

Flurry GAP Led by Social and Mobile Game Veteran

The initiative is led by [Jeferson Valadares](#), an experienced social game studio leader who has led numerous development teams for Electronic Arts, Playfish and Digital Chocolate. Jeferson brings over 10 years of mobile and Facebook game development experience, working on a range of critically acclaimed, original mobile game IP and top brands including FIFA, Harry Potter, Need for Speed and numerous Hasbro titles such as Game of Life and Battleship. Jeferson's teams have shipped a combined total of more than 40 titles, won multiple developer of the year awards and 14 game of the year awards. Additionally, he was executive producer for the third title in the history of IGN, a leading game review site, to be awarded a perfect 10/10 review score, for any game on any platform. He began his career by founding a gaming company that helped brands build online and mobile games.

"There is no greater thrill than working through the design and iteration process with game studios to create a hit game," said Jeferson Valadares, Flurry general manager of games. "Whether we're collaborating with a brand or an indie gaming developer, Flurry GAP will share best-of-breed game design principles to deliver fun and engaging application experiences that increase retention and monetization."

From Indies to Brands

The program is designed to support a broad range of application makers, from independent game developers to brands seeking to "gamify" their applications, as well as established game studios who have a unique set of challenges, from tuning an advanced economy to flipping the business model of a hit game from premium to freemium.



“With roughly 10 million iOS and Android devices activated each day, the mobile space is as important of a channel as online and primetime TV,” said Simon Khalaf, Flurry president and CEO. “Flurry reaches over 40 million active consumers each day through Flurry AppCircle – we want to help companies of all sizes better reach and monetize that audience.”

About Flurry

Flurry increases the size and value of mobile application audiences, and is used by more than 40,000 companies across more than 75,000 applications on iOS, Android, Blackberry, Windows Phone 7 and J2ME. Flurry tracks over 10 billion anonymous, aggregated end-user application sessions each month.

Flurry AppCircle, an intelligent mobile application cross-selling network, delivers high quality acquisition for advertisers and earns industry-leading revenue for publishers. Flurry Analytics helps developers make better applications, increase retention and grow revenue.

Flurry is venture backed by Menlo Ventures, Draper Fisher Jurvetson, InterWest Partners, Union Square Ventures and First Round Capital. For more information, please visit www.flurry.com.

Note to Editors

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