



apprupt launches self-service platform for "appvertisers"

- **apprupt enters public beta of self-service platform offering transparent app marketing for all app developers**
- **First high-profile "appvertisers", swoodoo and kaufDA, signed up right from the start**

Hamburg, June 28th, 2010 - apprupt (www.apprupt.com), the first affiliate network for mobile applications, is today launching a self-service platform for "appvertisers". From now on, application developers will be able to sign up independently for an "appvertiser" program from apprupt on a cost-per-install basis. Further more, the platform allows users to launch separate premium campaigns with prominent special placements within the apprupt network. The platform thus provides "appvertisers" with a central tool enabling them to transparently keep track of all their marketing endeavors for paid and free apps alike. Features range from account management to comprehensive reporting capabilities and the ability to determine the ROI at any given time measuring the downloads generated.

"Over the past few months, during the closed beta phase, we've gradually given a three-digit number of app developers access to the self-service area. This enabled us to test this feature extensively and incorporate changes in response to user feedback. We're delighted that we're now in a position to launch such a strong product offering 'appvertisers' centralized access to our network," explained Jascha Samadi, Managing Director and Co-Founder of apprupt.

Michael Grillhösl, head of user experience at swoodoo.com, added: "The swoodoo iPhone app currently enables over 200,000 users to hunt for plane tickets for their next vacation or business trip while on the move. apprupt provides us with advertising support in the form of additional downloads and transparent evaluation of placements."

Tim Marbach, Co-Founder of kaufDA, commented: "The launch of the kaufDA Navigator iPhone app was a strategically important and thoroughly successful step for us, with over 200,000 downloads in the first few weeks. We're happy to have found, in apprupt, a partner that can provide us with enhanced mobile reach."

About apprupt: apprupt (www.apprupt.com) is the first affiliate network for mobile applications. Through its affiliate platform, apprupt enables app developers to market their apps on a on a pay-per-download basis to specific target groups of users within its network of wide-reaching publisher partners - app marketing becomes transparent and performance-based. apprupt enables publishers such as WEB.DE Mobile, FTD.de or RTL through a white label app shop to offer their own users a relevant preselection of apps as well as to monetize



mobile traffic through app sales on a transaction basis. The corporate headquarters are in Hamburg, Germany.

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