



appssavvy Strikes Exclusive Partnerships with Six Leading Social Media Application Companies

New partnerships include popular applications, such as Circle of Moms, Pick Your Five, Texas Hold'em Poker, Friends for Sale, Where I've Been and Dogbook, among others

NEW YORK – May 6, 2009 – appssavvy (www.appssavvy.com), a direct sales team for the social media space, today announced a series of exclusive advertising partnerships with six of the leading developers and publishers in the social media application space.

“As the social media application space trends from quantity to quality, we’re seeing the cream rise to the top. Today’s six new partnerships represent, not only the most popular, but several of the largest vertical applications developed to date,” said Chris Cunningham, founder and CEO of appssavvy. “Our goal is connect social media applications with leading brands and agencies, generating contextually-relevant and integrated sponsorship programs, while enabling our developer and publisher partners to generate revenues and focus on what they do best – creating the best application experiences for social media users.”

Under the terms of the agreements, appssavvy is the advertising sales team exclusively representing the largest vertical social media applications in entertainment, moms, travel, games and pets. The six new partnerships include:

- Circle of Moms (www.circleofmoms.com): With more than 3.5 million registered users, Circle of Moms is the fastest-growing community for moms on the Internet. The site connects moms and enables them to address the challenges of motherhood together. Users can choose from more than 4,000 different communities to find one what speaks to their needs, to get parenting advice, product recommendations, empathy or encouragement in a safe environment. The partnership also includes Circle of Friends, a Facebook application with more than 1.1 million monthly active users.

"We have experienced tremendous success in creating the fastest-growing community of moms on the Internet," said Ephraim Luft, CEO of Circle of Moms. "Our partnership with appssavvy delivers a world-class sales team focused on connecting leading brands with great opportunities to reach relevant audiences online, especially in social media."

- LivingSocial (www.livingsocial.com): The most popular application on Facebook, LivingSocial’s Pick Your Five has grown to more than 31 million monthly active users since launching in the past month. In addition to Pick Your Five, LivingSocial is the developer of more than a dozen applications enabling people to review and share their favorite books, movies, albums, video games, restaurants, beer, ski slopes, wine and iPhone apps.



- Zynga (www.zynga.com): Zynga is the #1 social gaming company and the world's leading developer of social games. appssavvy represents Zynga's most popular game, Texas Hold'em Poker, which is a top 10 Facebook application. Zynga has over 30 social media games on a variety of platforms such as Facebook, MySpace, Bebo, Tagged and most recently, iPhone.
- Serious Business (www.seriousbusiness.com): With millions of monthly active users across its family of applications, Serious Business is one of the fastest growing social game developers. Serious Business' flagship applications include Friends for Sale, Rock Legends and Happy Hour.

"The opportunity to connect our growing audience of social game players with relevant, top-tier brands in contextually-relevant ways is tremendous," said Charles Hudson, vice president of business development, Serious Business. "Through appssavvy's direct sales team we're taking a step forward to achieve our business goals, while focusing on delivering the best social gaming experiences."

- Where I've Been (www.whereivebeen.com): With more than 8 million users and a 1/2 billion travel intents, Where I've Been allows its community to find where they want to go from where their friends have been.
- Poolhouse (www.poolhouse.ca): The creator of Dogbook – think Facebook for your pooch – is approaching 700,000 monthly active users. Poolhouse's applications are focused on pets, but also include MyBabybook. In addition to Dogbook, Poolhouse's pet applications include Catbook and Horsebook.

"We couldn't be more excited about this partnership with appssavvy," said Geoffrey B. Roche, co-founder of Poolhouse. "More than anyone in this space they have been true pioneers in understanding just how important it is to give advertisers the ability to have a truly intimate relationship with consumers that are passionate about their pets."

Advertisers and agencies interested in marketing through these social media applications and others exclusively represented by appssavvy, including NBC News' iCue, MesmoTV, Make me a Celebrity, and Social Calendar, can reach appssavvy's direct sales team at advertising@appssavvy.com.

About appssavvy

appssavvy is a direct sales team for the social media space. The company, based in New York City and backed by TRUE Ventures, Scott Kurnit, founder of About.com and The New York Times Company, connects hundreds of social media applications with leading brands and agencies. Partnered with the largest vertical social applications in entertainment, moms, travel, games and pets, appssavvy provides advertisers with contextually-relevant programs reaching an audience of more than 50 million unique online consumers. appssavvy creates opportunities across the largest social platforms for brands to share in social activity around content,



community, planning and product recommendations. For more information, visit www.appssavvy.com.

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