



FAN APPZ HARNESSSES VIRAL ENGAGEMENT IN SOCIAL MEDIA FOR BUSINESSES, BRANDS AND CELEBRITIES

Social Media Marketing Company Introduces New Subscription Service for Companies to Engage, Grow and Monetize Their Online Fan Base

Santa Monica, CA, March 2, 2010 – Fan Appz, a leading developer of social media marketing applications, today announced the launch of a new, low-cost subscription service that helps small to medium-size businesses (SMBs) engage, grow and monetize their fan base on Facebook® Platform. Fan Appz Professional gives any Facebook Page admin the ability to create and distribute brand-specific polls, quizzes and promotions that fans can enjoy and share with their friends to extend brand awareness and drive traffic.

Fan Appz Professional is ideal for SMBs and local businesses. With just a few clicks, anyone can quickly install Fan Appz's integrated suite of marketing applications and begin creating custom Top 5 polls, quizzes, gifts, coupons and promotions that engage users. More importantly, Fan Appz applications provide a built-in mechanism for viral marketing: Each time a fan takes a quiz or participates in a poll, they can publish their responses to their Facebook stream, exposing a whole new set of people to the company, brand or person in a fun and engaging way.

Key features and benefits of Fan Appz include:

- Delivers a complete and easily customizable toolset of social media marketing applications for just \$50 per month.
- Enables businesses to better understand their fan base so they can continually learn and improve their marketing.
- Insulates businesses from the continual change of the underlying social media platforms.

“Most businesses and brands have only scratched the surface of how they communicate with their fans – there is a huge potential for people to harness the collective passion of their followers,” said Jon Siegal, Founder and CEO of Fan Appz. “Fan Appz gives customers an accessible and affordable way to spark user engagement and extend viral sharing and social competition, while delivering a compelling way for brands to solidify and monetize their relationships with fans.”

A wide variety of businesses, brands, organizations, athletes and celebrities currently use Fan Appz including the NBA, NBC Universal, Hulu, Relativity Media and digital marketing company, Molotov.

“Fan Appz is a critical part of our digital marketing strategy,” said Darrin McAfee, SVP Digital Marketing at Molotov, a leading digital marketing firm for brands, celebrities and comedians such as George Lopez, David Spade, and Jeff Dunham. “Fan Appz has helped us virally grow our clients’ online fan base through its integrated application suite.



In a recent promotion for a client's TV series, Fan Appz achieved a 50% conversion rate, resulting in more than 30,000 fan sign-ups and over 12 million brand impressions."

Based in Santa Monica, CA, Fan Appz is led by founder and CEO Jon Siegal, an early pioneer in the area of technology-enabled CRM and marketing. Siegal was previously a VP of Sales at Siebel Systems, where he helped grow the company from \$40 million to \$2 billion in annual revenue. The Fan Appz Board of Directors and Advisors includes current and former executives from Gap, Inc., Donaldson Lufkin & Jenrette, Brillstein Entertainment Partners, Siebel Systems, Business.com, as well as present Directors at Open Table, Avon Products, Big Brothers Big Sisters of America, and Salesforce.com.

Facebook Platform is a development system that enables companies and developers to build social applications for Facebook.com and around the web with Facebook Connect, where Facebook's more than 400 million users can interact with them.

About Fan Appz

Founded in 2008 and headquartered in Santa Monica, CA., Fan Appz helps businesses, celebrities, musicians, athletes, public figures and brand owners engage, grow and monetize their social network fan base through an integrated suite of applications and tools. Fan Appz is privately funded by a successful group of business executives and entrepreneurs who are dedicated to creating powerful and customizable tools to maximize viral engagement online. For more information, please visit www.fanappz.com, or Fan Appz on Facebook at www.facebook.com/FanAppz.

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