



**FLURRY LAUNCHES CHANNEL PARTNER PROGRAM AMID UNPRECEDENTED
GROWTH IN MOBILE APPLICATION ANALYTICS MARKET**

Top Mobile Development Companies Add Flurry Analytics to Solutions for Key Clients

San Francisco – June 26, 2009 – Flurry, the leading cross-platform mobile application analytics provider, today announced the establishment of a channel partner program. The company's partners are focused on driving implementation of Flurry's award-winning analytics services within the rapidly growing mobile applications market. Inaugural companies joining Flurry's Partner Program include Atimi, Five Mobile, and MobileCDN.

Flurry's Partner Program provides contracted software development firms the unparalleled ability to communicate performance and usage insights to their clients. With Flurry analytics data, development companies can monitor, identify and assess future development opportunities to grow a client's mobile application business. Flurry offers channel partner revenue share possibilities, technical support and joint marketing.

"Our channel program is a win-win for mobile development companies and the clients for whom they build mobile applications," said Sean Galligan, Flurry vice president of business development. "Gaining insight into exactly how consumers use their iPhone, Android and BlackBerry applications provides established brands with a competitive advantage on new platforms, while providing contracted developers the ability to adjust, improve and report performance for their clients."

With over 9,000 developers already signed up for its free analytics service since launching in January of this year, and over 40 million reporting agents, Flurry Analytics is fast becoming the standard in mobile application analytics. Each week Flurry tracks detailed application usage on over eight million consumers' handsets across iPhone, Android, BlackBerry and JavaME. As major media, video game and web services companies rush to establish a presence in the exploding smart phone application market, the need to turn to third party developer support as well as measure their performance has never been greater.

"Flurry Analytics has become a standard part of our proposal to household media brands approaching Atimi to build winning iPhone applications," said Scott Michaels, vice president at Atimi Software Inc. "Flurry Analytics enables Atimi to gather much needed, highly relevant feedback to make rapid improvements to applications and increase success for our clients. Furthermore, our clients can leverage Flurry usage statistics alongside other campaigns for comparison, providing valuable insight to support their most critical decisions."

To learn more about the Flurry Channel Partner program, please email Flurry at partners@flurry.com. For companies looking for mobile application development support please visit any of our partners listed below.

About Atimi Software Inc.

Atimi Software Inc is a leading developer of smart phone applications on the iPhone and Blackberry platforms for Fortune 500 brands, and is also one of the largest firms in the world specializing in Mac development and porting. For more information, please visit www.atimi.com.

About Five Mobile

Five Mobile is a premier interactive mobile solutions provider with a proven track record in the creation of compelling, robust and scalable mobile applications. Five Mobile works with many top brands and enterprises across a multitude of platforms and handsets. For more information, please visit www.fivemobile.com.

About Mobile CDN

Mobile CDN is trusted by the world's largest brands to improve the performance of mobile content and to reach larger audiences on new devices and mobile platforms. For more information, please visit www.mobilecdn.com.

About Flurry Analytics

Flurry Analytics helps developers make better iPhone, Android, Blackberry and JavaME games and applications. The service is free, requires minimal integration and occupies a negligible amount of space in an application. Through analytics, developers can track consumer behavior and application performance to identify user needs, increase retention and grow revenue.

About Flurry

Founded in 2005, Flurry's Analytics platform is built by developers for developers, based on its pioneering experience as one of the first developers to build, deploy and market direct-to-consumer applications. Flurry is venture-backed, based in San Francisco. For more information, please visit www.flurry.com

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