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Flurry Names Simon Khalaf President and CEO

Silicon Valley veteran to lead Flurry into the analytics and monetization services space for mobile applications

SAN FRANCISCO, Sept. 29, 2008 – Flurry, a cross-platform mobile application analytics service provider, announced today that Simon Khalaf has joined the company as president and CEO. Sean Byrnes, the company's founding CEO, will serve as company CTO. Flurry also announced today the launch of Flurry Analytics, the first free platform to provide detailed analytics about how, when, where and by whom mobile applications are being used.

"The success of Apple iPhone and the buzz around Google Android are proving that mass market adoption of applications has arrived," said Simon Khalaf, Flurry president and CEO. "We estimate this will create a billion-dollar market for ad-sponsored services within three years, and—with the launch of our new analytics platform—Flurry is well positioned to take a leadership role in this space."

With more than 18 years of entrepreneurial experience bringing successful consumer and enterprise products to market, Khalaf will lead Flurry's expert app developer team to launch its mobile services platform, leading with its analytics solution. Flurry Analytics will allow developers to focus on building quality mobile applications for consumers with minimal engineering integration, providing concise, real-time information about how their applications are used.

"We are pleased to have Simon join Flurry," said Jennifer Fonstad, managing director at Draper Fisher Jurvetson and Flurry board member. "His track record of aggressively growing start-ups into market leaders is an asset to this talented, young company."

Prior to Flurry, Khalaf was president and CEO of Vernier Networks, a network security company; president and CEO of Volera, a leading content and video distribution company; vice president and general manager at Novell; founder, president and CEO of JustOn, a leading Internet file-sharing service; and founder, vice president of marketing at Worldtalk, an e-mail and content security company.

Khalaf has a track record of growing several companies from inception to market leadership over his career. He has raised in excess of \$100 million dollars in venture funding, led one company to successful IPO and three more companies to acquisitions totaling more than \$600 million in value.

About Flurry Analytics

Flurry Analytics is a free service by Flurry. It gives application developers real-time, in-depth information about how consumers use their mobile applications. By placing a lightweight agent into an application, user actions within the application are tracked, logged and reported back in aggregate for analysis. Application developers get valuable insight into how their applications behave, and Flurry's robust reporting and analysis tools help pinpoint issues and identify opportunities. The knowledge gained from Flurry Analytics helps developers satisfy user needs, increase satisfaction and retention, save money and grow revenue.

About Flurry

Flurry offers cutting-edge analytics, deployment and monetization tools for mobile application developers. Its services platform is offered free to application developers allowing them to better save money, increase revenues and improve their products. Flurry's 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 and is based in San Francisco.