



**FLURRY AND T-MOBILE OFFER CO-BRANDED ANALYTICS SOLUTION FOR APPLICATION DEVELOPERS**  
*T-Mobile Partner Network developers gain tools to improve their applications*

**San Francisco – October 1, 2009** – Flurry, Inc., a leading mobile application analytics provider, and T-Mobile USA, Inc. today announced the availability of a free, co-branded analytics solution to the development community through the T-Mobile Partner Network focusing on Android™, BlackBerry® and J2ME™ platforms. In addition, mobile application developers referred to Flurry through the Partner Network Program will be eligible for a discount on Flurry's fee based services, currently live in Beta.

Flurry's analytics solution provides developers with valuable insight into how consumers interact with applications. Anonymous data is collected from end-user sessions and then reported back, in aggregate, to developers so they may improve applications and increase user satisfaction. T-Mobile will receive access to aggregated application usage data to improve store merchandising and consumer discovery of new applications.

"Through its early support of Android and groundbreaking use of analytics to improve their application storefront, T-Mobile continues to lead in innovation among carriers," said Sean Galligan, Flurry vice president of business development. "We are thrilled to be working with T-Mobile to provide their developers with one of the industry's leading analytics service for mobile applications."

Since launching in January of this year, over five thousand Android, Blackberry and J2ME developers have signed up to use Flurry Analytics. Currently, Flurry tracks over 200 million end-user sessions per month. The company aggregates data from applications used in more than 200 countries, across more than 200 carriers and on over 1,000 unique handset models. With dozens of additional handsets scheduled to launch on these platforms during the remainder of 2009, demand for applications is forecasted to increase sharply.

"T-Mobile is committed to supporting its development community with resources and solutions to improve adoption and retention of their applications," said Venetia Espinoza, director, mobile applications and partner programs. "Flurry Analytics gives our developers behavior and usability insights that increase product quality, and provides T-Mobile with data that can be used to evolve application merchandising and the storefront experience."

To learn more about adding analytics to T-Mobile applications, please visit <http://www.flurry.com/partners/t-mobile>. For more information on the T-Mobile Partner Network program, please visit <http://developer.t-mobile.com>.

**About Flurry Analytics**

Flurry Analytics helps developers make better iPhone, Android, Blackberry and J2ME 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, Inc.**

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

**Note to Editors**

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