Renren Games and Flurry Partner to Bring Analytics and Monetization Solutions to China’s Mobile Developers

BEIJING, China – July 23, 2013 - Renren Games, the online game subsidiary of China’s leading real-name social network Renren Inc. (NYSE:RENN) and Flurry Inc. today announced a broad partnership to offer Flurry’s industry-leading analytics and monetization platform to China’s mobile game developers.

Through the partnership, mobile game developers who utilize Renren Games’ publishing/operating platform to distribute their titles will gain access to Flurry’s market-leading analytics solution. Developers will be able to track key Flurry metrics, such as active app users, player retention, and in-app events directly within the Renren Games platform. Renren Games will provide Chinese-language support documentation for Flurry’s services. Developers will also be able to leverage AppSpot, Flurry’s global monetization platform in addition to Renren Games’ Ader, one of the largest mobile ad networks in China.

“Renren Games has always emphasized the importance of big data analysis in its own operation and the practice has been leveraged across a wide range of Renren Games’ businesses”, said Edward He, CEO of Renren Games. “By introducing a Flurry-integrated Renren Games experience to our developer partners we are providing the capability to generate powerful insights that improve app performance in the highly competitive mobile games space”.

Flurry sees one third of all global daily app sessions, giving it more data on consumer mobile activity than any other company. Today over 100,000 companies publishing more than 350,000 apps use Flurry’s SDK to measure more than 1.6 trillion monthly events. Flurry’s AppSpot ad serving platform uses this data to help developers serve ads that are more relevant, resulting in higher conversion rates than the industry standard.

According to Flurry, in February 2013, China surpassed the United States to become the world’s top country for active Android and iOS smartphones and tablets. In fact, in June of 2013, out of the 1.1 Billion active devices measured by Flurry, 261 million were in China, compared to 246 million in the United States. Mobile gaming in China is seeing tremendous growth. According to a recent report by leading market research firm iResearch, China’s mobile game market is expected to reach RMB 7.85 billion (US$1.28 billion) and RMB 10.89 billion (US$1.77 billion) in 2013 and 2014.

“Mobile application development is witnessing a major boom in China”, said Simon Khalaf, President and CEO of Flurry. "We are proud to be working with Renren Games on helping China-based developers optimize their app experience and increase their revenues through an integrated platform”.

The parties anticipate that the integration between Renren Games and Flurry will be completed by the end of this year with enhancements and additional features available in early 2014.
About Renren Inc.

Renren Inc. (NYSE: RENN) operates a leading real name social networking internet platform in China. It enables users to connect and communicate with each other, share information and user generated content, play online games, shop for deals, watch videos and enjoy a wide range of other features and services. Renren's businesses primarily include the main social networking website Renren.com, the game development and operating platform Renren Games, the social commerce website Nuomi.com, and the user-generated content focused video sharing website 56.com. Renren.com had approximately 184 million activated users as of March 31, 2013. Renren's American depositary shares, each of which represents three Class A ordinary shares, trade on NYSE under the symbol "RENN".

About Flurry Inc.

Flurry is optimizing the mobile experience. Flurry’s market-leading analytics software is in over 350,000 smartphone and tablet apps on over 1 billion devices worldwide, giving the company the deepest understanding of mobile consumer behavior. Flurry has turned this insight into accelerated revenue and growth opportunities for app developers, and a new medium for brands and marketers to engage their audiences. Flurry has raised over $50 million in venture funding and has offices in San Francisco, New York, London, Chicago and Mumbai.

Safe Harbor Statement

This announcement contains forward-looking statements. These statements are made under the "safe harbor" provisions of the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as "will," "expects," "anticipates," "future," "intends," "plans," "believes," "estimates" and similar statements. Among other things, the quotations from Renren's management in this announcement contain forward-looking statements. Renren may also make written or oral forward-looking statements in its filings with the U.S. Securities and Exchange Commission ("SEC"), in its annual report to shareholders, in press releases and other written materials and in oral statements made by its officers, directors or employees to third parties. Statements that are not historical facts, including statements about Renren's beliefs and expectations, are forward-looking statements. Forward-looking statements involve inherent risks and uncertainties. A number of factors could cause actual results to differ materially from those contained in any forward-looking statement. Further information regarding these risks, uncertainties and other factors that may affect the Company's results of operations is included in our annual report on Form 20-F and other documents filed with the SEC. All information provided in this press release is as of the date of this press release, and Renren does not undertake any obligation to update any forward-looking statement, except as required under applicable law.

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