



## **UberMedia Acquires Mixx.com, Plans to Add Company's Content Channels Across Its Family of Twitter Apps**

PASADENA, Calif. – JANUARY 24, 2011 – UberMedia, [www.ubermedia.com](http://www.ubermedia.com), the leading independent provider of applications for reading and posting to Twitter and other social media platforms, has announced its acquisition of Mixx.com. Mixx has been a leader in curating social content into channels of information that enable users to find content and people who are relevant to their interests. UberMedia plans to add these channels to its family of apps, including UberTwitter, Twidroyd and Echofon.

“Mixx has done a tremendous job of pulling together content from around the Twittersphere and other social media platforms and assembling it in a way that makes it easier and more enjoyable for users to see things they wouldn't otherwise be exposed to,” said Bill Gross, CEO of UberMedia. “By applying their technology and talent toward developing channels for our apps, we'll be able to bring engaging content right to your phone alongside your timeline.”

“We are excited to become part of the UberMedia family,” said Chris McGill, CEO of Mixx. “Through their suite of apps, UberMedia is driving an innovative user experience that plays out in real-time communications. Pairing their technology and expertise with our channel technology, we'll be able to provide users with an easier, more intuitive way to access the content and people they are most interested in.”

### **About UberMedia**

UberMedia ([www.ubermedia.com](http://www.ubermedia.com)) is the leading independent developer of applications and web-based services that make it easier for users to find, follow and communicate with others on Twitter and other social media platforms, while offering those on Twitter an ability to attract relevant followers. UberMedia applications include UberTwitter, Echofon and Twidroyd, leading Twitter apps on the BlackBerry, iPhone and Android platforms, respectively. In addition, UberMedia's UberMarket provides Twitter users with an opportunity to increase their followers through the suggested user tab and search results on all of the UberMedia apps. UberMedia is headquartered at Idealab ([www.idealab.com](http://www.idealab.com)) in Pasadena, CA.

### **PR Contact**

Jessica Gross  
SHIFT Communications  
415-591-8471  
[Jgross@shiftcomm.com](mailto:Jgross@shiftcomm.com)