



PostUp Launches Twidroyd 4 – #1 Twitter Client for Android Becomes First Mobile App With LivePreview™ of Embedded Links to Web Pages, Photos, Videos and More

PASADENA, CA – SEPTEMBER 21, 2010 – PostUp, Inc., announced today the launch of Twidroyd 4, the newest version of the most popular and highest-rated Twitter client for Android devices. Twidroyd 4 is the first mobile Twitter application to include LivePreview™, a new feature where links within tweets trigger a live view of the associated web page, photo or video in a pane immediately adjacent to the tweet. Users will be able to see and engage with the linked item, including scrolling through web pages and interacting with the content. Twidroyd 4 works on most Android devices including phones and tablets. Android phones are the fastest-growing segment of the mobile market, and a wide range of Android tablets are being introduced this year.

Twidroyd 4 takes full advantage of the Android phone or tablet's orientation. When in "portrait" mode, LivePreviews of plixi or Twitpic photos appear embedded within the tweet, while all other tweets appear as they do in the current version. Turning the device into "landscape" mode automatically opens the LivePreview window, which displays the linked web pages, photos or videos where appropriate and additional information about the tweeter when no links are present. As users move through their tweets, LivePreviews appear instantly, enabling them to easily and quickly see the content that is most important to them.

"We're excited about the fact that this is the first Twitter client on any platform to provide fully integrated views of the complete range of web pages, photos and other media embedded within tweets," said Bill Gross, CEO of PostUp. "Users no longer have to click on a link to open a separate browser and flip between the two windows. It's all there within the application, enabling a seamless reading experience."

Twidroyd is available in two versions. The free version is a fully featured Twitter client, including postings, mentions, direct messages with threaded view, integrated search, list viewing, URL shortening, geo-location support, multi-language interface, background notifications and more. A Pro version is available for \$3.99 and adds multi-account support, full list support, three desktop widgets for viewing tweets on the device's home screen, native bit.ly support and other advanced features. Both also fully integrate Twitlonger for tweets containing more than 140 characters, and plixi, for embedding photos within tweets. In addition to downloading Twidroyd 4 at the Android marketplace, Android users can also text TWIDROYD to 95997 on their phones to receive the download link directly. Android OS version 1.5 or higher is required for all features except LivePreview, which requires version 2.0 or higher.

About PostUp

In April, PostUp opened registration for the world's first marketplace for real-time search. Starting with Twitter users, the company recently announced it would soon be adding LinkedIn and Facebook members into their database. PostUp's core search algorithms, which combine a variety of factors to determine relevance in combination with this marketplace, address the needs of both users and authors in a single search mechanism. This sophisticated combination of factors pushes the most relevant authors to the top of the results of users' searches, and it enables serious members of social networks to expand their following quickly and cost-effectively. PostUp's search results are currently available at a wide variety of popular websites, browser and desktop toolbars, dashboard publishing platforms and Twitter clients. Combined, over 400 million author impressions are currently being served via PostUp search results to partner sites that collectively see 100 million unique users each month.

PostUp, Inc. (www.postup.com) was created at Idealab (www.idealab.com), where Bill Gross also devised the first model for paid internet search, Overture/Goto.com, over a decade ago. Then, like now, the goal was creating a business model that both improves the relevance of search results and enables a steady revenue stream for publishers. Today, the sheer volume of posts to social networks is crying out for a similar solution, and PostUp was formed to provide it. PostUp is backed by Idealab, Index Ventures, betaworks, Steve Case's Revolution LLC, First Round Capital, Jason Calacanis and Jeff Jarvis.

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