



PostUp Acquires UberTwitter, Renames Company UberMedia

PASADENA, Calif. – JANUARY 21, 2011 – PostUp, the social media platform founded by Internet entrepreneur Bill Gross, announced that it has acquired UberTwitter, the leading Twitter client on the BlackBerry platform. PostUp also announced that it is changing its company name to UberMedia.

“Twitter has rapidly grown to be the most significant real-time communications medium on the planet,” said Bill Gross, CEO of UberMedia. “Our goal is to be the best partner to Twitter in enhancing the Twitter ecosystem, and to provide innovative ways for Twitter users to share and consume content.”

“When I first built UberTwitter, I never imagined it would grow the way it has, serving millions of users and really impacting the way people communicate,” said Paul McDonald, founder and CEO of UberTwitter. “Working closely with Twitter for the past couple of years has made me even more passionate about real time communication, and I look forward to continuing to work closely with Twitter as part of UberMedia.”

About UberMedia

UberMedia (www.ubermedia.com) is a 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. UberMedia applications include UberTwitter, Echofon, and Twidroyd. UberMedia is headquartered at Idealab (www.idealab.com) in Pasadena, CA.

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