



UberMedia Launches UberSocial 1.2 for BlackBerry with “Inner Circle” To Ensure You Never Miss a Tweet from Those Closest To You

PASADENA, CALIF. – JUNE 28, 2011 – UberMedia (www.ubermedia.com), the largest independent provider of applications for reading and posting to Twitter and other social media platforms, today announced the release of UberSocial 1.2 for BlackBerry. One of the longest-running and most popular apps on the BlackBerry platform, UberSocial (formerly UberTwitter) continues to set the bar on innovation with the introduction of a widely requested feature, the Inner Circle. In addition to a user’s traditional timeline, Inner Circle allows you to elevate the most important people you follow to an exclusive timeline. In this way, users can stay in touch with the people who matter most by easily viewing tweets, replies and direct messages from anyone in their Inner Circle. Users can also set up special notifications for tweets, replies or DMs from anyone in the Inner Circle.

“Users have been asking us over and over to develop features that will make it easier to manage their ever-expanding timelines,” said Bill Gross, CEO and founder of UberMedia. “While still preserving the traditional Twitter timeline showing Tweets from everyone a user follows, the UberSocial team has created a way with Inner Circle to ensure that users don’t miss communications from their closest associates. We expect this to be among the most popular features we’ve ever introduced.”

Additional 1.2 features include:

- **Theme Engine:** An enhanced theme engine that enables the creation of unique and personalized themes – from special edition themes such as Uber50 to original UberSocial themes.
- **Deal Box:** Allows each user the ability to tailor their interests and location in order to receive small, passive notifications for deals by location.
- **UberChannels:** UberMedia’s @UberEditors staff delivers The Daily Juice – fresh content daily on current topics curated from the Tweet stream – along with channels devoted to happenings at popular events such as ComicCon and the Aspen Ideas Festival and branded channels featuring content from partners such as Mashable, USA Today and the Hollywood Reporter.
- **New Twitter Authentication Process:** In order to ensure the security of your direct messages, Twitter has implemented a new “OAuth” process. UberSocial users who do not upgrade to version 1.2 by June 30 will no longer be able to access their DMs, though all other functions will continue to work.

For more information on UberSocial, please visit www.ubersocial.com.

About UberMedia

UberMedia (www.ubermedia.com), 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. UberMedia applications include UberSocial (formerly UberTwitter), Echofon and Twidroyd, leading Twitter apps on the BlackBerry, iPhone and Android platforms, respectively. UberMedia is headquartered at Idealab (www.idealab.com) in Pasadena, Calif.

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