

## **Qwiki App for iPad Passes 500,000 Download Milestone**

SAN FRANCISCO (June 9, 2011) – Qwiki announced today that the Qwiki App for iPad has surpassed 500,000 downloads on the App Store since its debut in late April.

The intuitive Qwiki format is best experienced on iPad. The app features “finger friendly” interactive media assembled on-the-fly describing millions of people, places and things. Users can browse topics by location or via keyword search.

Doug Imbruce, Qwiki’s Founder and CEO, says, “Compared to our web product, the Qwiki App for iPad presents a drastically improved user experience. As a result, user traffic from the Qwiki App quickly surpassed traffic to the Qwiki website, reinforcing our vision that Qwiki is a perfect medium for the post-PC era.”

Millions of Qwikis have been watched on the Qwiki App, with widespread adoption across multiple verticals including education and travel.

Steve Dembo, Director of Social Media at Discovery Education, says, “The Qwiki App is a powerful educational tool and a hit amongst educators and parents. Watching Qwikis on iPad is a beautiful and addicting experience.”

Julia Dimon, National Geographic TV Host and Travel Writer, says, “The Qwiki App is my new favorite travel companion. My iPad goes everywhere I go, and with the Qwiki App, I now have an easy, engaging and entertaining way to discover new places.”

The Qwiki App is available for free from the App Store on iPad or at [www.itunes.com/appstore](http://www.itunes.com/appstore).

### **About Qwiki, Inc.**

Qwiki was founded by serial entrepreneur, Doug Imbruce. Qwiki’s technology transforms data into interactive, rich-media narratives, delivering an “information experience.” The Company has millions of users across multiple platforms, and debuted in September 2010 at the TechCrunch Disrupt Conference, where it won the TechCrunch Disrupt Cup. Qwiki has raised a total of \$10.5 million in funding to date, and its investors include the founders of Youtube, Facebook, and Groupon. To learn more, please visit [www.qwiki.com](http://www.qwiki.com). Twitter: @Qwiki. Facebook: <http://qwi.ki/fITVSS>.

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