



## **CENTRL LAUNCHES NEW ANDROID APP AND UPGRADED VERSION OF ITS POPULAR IPHONE APP**

### **TAKES ANOTHER STEP TOWARDS ITS VISION AS THE ULTIMATE SOCIAL AND LOCATION-BASED SERVICES PLATFORM**

**For Immediate Release**

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Centrl, the ultimate social and LBS platform already serving 400,000 users on the web and via its highly popular iPhone app, announced today the release of its new Android app along with major upgrades to its iPhone offering.

#### **The improved iPhone app:**

The latest version of the Centrl iPhone app demonstrates an important element of Centrl's vision as a platform. Utilizing map layers, users can easily and quickly access various types of information from top partners on the map dynamically. These layers can be customized per user and turned on and off depending on what the user is aiming to do at the moment. This layered architecture enables Centrl to quickly integrate new content onto the platform from the server without a need to change the mobile applications, thus making Centrl a tool for content providers and developers to instantly reach Centrl's growing user base. The first layers that Centrl has added are Yelp (US only) and Wikipedia. with many more coming soon. Virtual gifts are another new feature that enables users to send each other various gifts using the points they earn while engaging with the application. Also users can now login to their Facebook account

directly from the Centrl iPhone app using "Facebook Connect for iPhone". The new iPhone app also boosts numerous improvements and optimizations.

### **The new Android app:**

The new Centrl Android app, now available on the Android Market, uses the best features of the Android platform for a very intuitive social and LBS application that is fun and easy to use. Centrl's first version of its Android app, indicative of Centrl's commitment to the Android platform, will continue in its development adding features now available only on Centrl's iPhone app.

### **Ubiquitous daily platform:**

Murat Aktihanoglu, founder and CEO of Centrl Inc. stated: "We are very excited to take another step towards the realization of our vision of a ubiquitous social and location-based services platform with the addition of our Android app and a much improved new iPhone app. With our Blackberry app coming soon and Symbian, Palm Pre and Windows Mobile apps on the way, we want to ensure that we provide our services to the widest possible user base that want to have access to the ultimate social and LBS platform. Our goal is to be the platform that everybody uses everyday."

Strongly backed by industry veteran investors and a world-class technical team in NYC and Boston, Centrl is aiming to make it as easy as installing one app on your smart phone to access all of your social-graph and location-based services from top partners.

Larry Richenstein, lead investor and executive chairman of Centrl Inc. stated: "Today brings us closer to our vision of letting our users utilize their existing social network data along with the best location-based services in easy-to-use, professional smartphone apps and web services"

### **Easy to login and free messaging:**

Currently users can login to Centrl from Facebook, MySpace, Hi5, Bebo, Orkut, Ning and Friendster as well as connecting to their Twitter account. Because of this integration with major social networking sites users do not have to create a new profile to use Centrl. This aspect is enabling people to invite their friends to join them on Centrl without hassling them to fill out online forms to register. Furthermore, the fact that Centrl's mobile apps do not use SMS and therefore offer users free text messaging is another Centrl advantage that users value.

For more information, please visit <http://centrl.com>.

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