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**Fluent Mobile Releases Premium In-app Purchase
Features for Fluent News**

*News Readers Can Create Personalized Mobile Newspapers by Filtering and Favoring News Sources,
Creating Unlimited Custom Sections*

BOSTON (December 1, 2009) – Fluent Mobile, a mobile content organization and delivery company, today debuted premium features available via in-app-purchase for [Fluent News](#). The new premium features enable news readers to create their own personalized mobile newspaper by filtering out unwanted news sources and “promoting” their favorites to greater prominence. Additionally, they can create unlimited custom news sections on any topic, and eliminate banner ads in section lists.

“We saw an overwhelmingly positive response from consumers and industry leaders to the first version of Fluent News back in June,” said Micah Adler, Fluent Mobile’s CEO and founder. “We know that news consumption is inherently personal and varies by individual. Fluent News empowers readers to hone in on what’s news to them using the fastest, most convenient app for reading news from multiple sources on the iPhone. We’re essentially letting people build their own custom mobile newspaper by defining their own sections and favorite news sources.”

With today’s release, Fluent News readers can create their own personal mobile newspapers by selecting “favorite” news sources. This will bring those news outlets to greater prominence throughout Fluent News’ 13 sections. Fluent News’ content relevancy algorithms will still organize and prioritize the most important stories, but preference will be given to each reader’s favorite outlets. Conversely, users can hide news outlets that are of less interest. Users without premium access get limited use of this feature; they can promote one source and disable one source.

Fluent News also lets users personalize the news by creating their own custom sections. For example, lots of people are interested in staying up-to-date on the H1N1 flu pandemic. Fluent News includes stories on H1N1 in the health section, but a reader can easily conduct a keyword search on “H1N1” and save it as a custom section. This new H1N1 section will be updated with the most recent news as quickly and with the same frequency as the other Fluent News sections.

Fluent News junkies will continue to enjoy existing features free-of-charge including the ability to search for current and past news articles, article sharing through Twitter, Facebook and in-app email and offline access to the news. Users will also have the ability to create a limited number of custom sections for free. This release of Fluent News also includes the following:

- Top news sources including *The New York Times*, *Wall Street Journal*, *USA Today*, *The Washington Post*, CNN, FOX News, BBC, ESPN, TMZ, and dozens more.
- Intelligent grouping of similar articles for uncluttered browsing with one-click access to additional coverage on any single story.
- A save article function that lets users save and then instantly access articles at any time.
- Complete articles displayed without load-time delays, text pinching or leaving the application.
- Full screen option, which hides everything but the article for full screen viewing.
- Landscape mode.
- Performance enhancements for an even faster experience.

The new version of Fluent News is available free of charge for iPhone and iPod touch users at <http://www.itunes.com/app/FluentNews>. To learn more about Fluent News for the iPhone and iPod Touch, a quick demo video is available at <http://www.fluentmobile.com/demo.html>.

About Fluent Mobile

Fluent Mobile, a pioneer in mobile content organization and delivery, develops applications that bring the speed, reliability and convenience of desktop Web browsing to handheld devices. By applying proprietary content relevancy and delivery algorithms developed by a team of internationally recognized experts in algorithms, information theory and communication protocols, Fluent Mobile's products redefine expectations for mobile applications. The company's mobile application, Fluent News, delivers stories from the most trusted sources across the Web in one, intuitive and up-to-the-minute mobile newspaper. It was selected as the "App of the Week" by *The New York Times* and CNET News. Founded in late 2008, Fluent Mobile is headquartered in Boston, Mass. For more information about the company, visit www.fluentmobile.com, the official blog at blog.fluentmobile.com or follow @fluentmobile on Twitter. To stay up-to-date on news using any mobile device, follow @fluentnews on Twitter.

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