

Ready for the 2010 World Cup: kicker online launches Apps for iPhone and Android with Netbiscuits

Hybrid Application integrates mobile Web site content of kicker online with native functions of mobile devices

Kaiserslautern, May 28, 2010 – Netbiscuits, the world's leading development and publishing platform for mobile Web sites and apps, and kicker online announce the successful launch of the iPhone app of the leading German Web portal for sports coverage. A corresponding Android app for devices based on Google's mobile OS is available since May 25.

The kicker online iPhone App has already been downloaded over 120,000 times from the German App Store since its first appearance in mid April. For about three weeks after its launch, kicker online defended the pole position in the App Stores' sports category. For the same time the iPhone app ranked second among the most frequently downloaded applications in Apple's App Store in Germany.

The app offers convenient access to all content of the iPhone optimized kicker online portal iphone.kicker.mobi. It provides news, score tables, statistics and background information on soccer and other popular sports as well as major sporting events. The "Media" menu icon delivers videos, podcasts and image galleries at your fingertip. To stay up-to-date on your favorite German soccer team, the "My Team" menu icon leads to comprehensive coverage of a premier to third league soccer club of your choice.

An extraordinary service for soccer fans represent the iPhone app's goal alerts for more than 100 international leagues and tournaments, including the 2010 FIFA World Cup. The app user simply subscribes message alerts for his matches of interest and never again misses any goal, half time score or final result. You instantly get notified even when the app has been already closed.

The kicker online apps for iPhone and Android were both implemented as hybrid applications which are a combination of mobile Web site and app. In the case of kicker online, the hybrid app is a shell for content being delivered by the mobile Web site that has been served by Netbiscuits for many years. As with native applications, any hybrid app can embed native functions of the device. These include the Apple Push Notification Service that is used by kicker online to display instant notifications on the iPhone screen without direct user interaction.

"Netbiscuits based hybrid apps are the best way for us to efficiently market our content and services with comparatively little effort on both mobile channels – Web and app," says Werner Wittmann, Head of New Media at Olympia-Verlag publishing company. "The success of our iPhone app proves that hybrid applications are warmly embraced by the users."

"Hybrid applications let you combine the best of both worlds," adds Michael Neidhoefer, CEO of Netbiscuits. "They allow including native functions of an app,

Office Europe:

Netbiscuits GmbH
Europaallee 10
67657 Kaiserslautern
Germany

www.netbiscuits.com
info@netbiscuits.com

phone: +49 631 68036 100
fax: +49 631 68036 111

Office USA:

Netbiscuits Inc.
1760 Reston Parkway
Suite 304
Reston, VA 20190
USA

www.netbiscuits.com
info@netbiscuits.com

phone: +1 703 435 9008
fax: +1 703 435 9088

Office Asia:

Netbiscuits Pte Ltd
#02-01 The Aquarius
21 Science Park Road
Singapore 117628

www.netbiscuits.com
info@netbiscuits.com

phone: +65 6777 8337
fax: +65 6777 8557

Press Release

offer additional visibility in App Stores, and obtain their real-time content from mobile Web sites that are automatically optimized by Netbiscuits for every single accessing device worldwide.”

With the launch of the hybrid apps for Apple and Android devices, Netbiscuits and kicker online continue their cooperation that has begun more than seven years ago.

About kicker online

With more than 35 million visits, over 250 million page impressions as well as 1.83 million unique users per month, kicker online is one of the most successful Web sites on the German language Internet. About 30 staff contributors and freelancers account for a seamless coverage of soccer and other popular sports. Kicker online provides professional, up-to-date and comprehensive information on the German pro and amateur soccer leagues, plus on international soccer. At the heart of the Web site are a unique soccer statistics database and live tickers to all major events and more than 100 international leagues. Analyses, match commentaries and background reports on stars and coaches add to the service. Besides, kicker.de informs on ice hockey, Formula 1 racing, cycling, basketball, handball, tennis, winter sports and every major sporting event.

About Netbiscuits

Netbiscuits operates the world’s leading B2B Web software platform for the creation, operation and monetization of mobile Web sites and apps. It serves the mobile Internet programs for premium online and media companies such as eBay, Universal Music, MTV and Axel Springer and leading agencies such as SapientNitro, Publicis and Ogilvy. Globally Netbiscuits delivers more than 2.5 billion mobile page impressions each month. Founded in 2000, the company has 80 employees in the USA, Germany, and Singapore.

The award winning Netbiscuits platform is available as a cloud-based software service (SaaS). At www.netbiscuits.com all tools, interfaces and mobile enabling technologies are provided to develop, publish, monitor, and monetize professional mobile web services. By using Netbiscuits, media companies, agencies, retailers, brand owners, developers, and service providers achieve a faster path to profit from their mobile Internet programs. In 2009 Netbiscuits won the internationally accepted ME Award for the „Best Mobile Publishing Platform“.

Press Contact Netbiscuits

Ulf Deeg

Marketing Communication Manager

+49 631 68036-146

u.deeg@netbiscuits.com