



- FOR IMMEDIATE RELEASE -

eBuddy Surpasses Landmark 50M Downloads on GetJar *eBuddy Mobile Messenger joins Facebook in reaching 50M downloads on GetJar*

San Mateo, CA and Amsterdam, The Netherlands – June 3, 2010 – [GetJar](#), the world's second largest app store announced today that [eBuddy](#), the world's leading independent web and mobile messaging service has surpassed a landmark 50 million downloads of its eBuddy Mobile Messenger application utilizing GetJar. Having previously broken the record for the highest number of downloads in a week on GetJar, eBuddy smashed through another milestone on GetJar due to strong consumer demand, and now joins the ranks of [Facebook](#) as only the second mobile application to exceed 50 million downloads on GetJar.

"GetJar has been our number one external source for downloads and we're excited to join Facebook as the only other mobile app to reach 50 million downloads on GetJar," said Jan-Joost Kraal, VP Products and Marketing at eBuddy. "While the bulk of our growth has been largely organic due to customer demand for a clean and simple mobile instant messaging client, we've also found GetJar's PPD system to be useful in steering our growth and expanding our reach even further by creating critical mass in key countries like India."

eBuddy is the world's leading independent provider of web and mobile instant messaging (IM/MIM), and is the number two most downloaded mobile application on GetJar, second only to Facebook. eBuddy works across a wide variety of mobile handsets and offers several versions of its mobile application, the popular J2ME version, [eBuddy Mobile Messenger](#), the mobile Internet browser version, [eBuddy Lite Messenger](#), as well as native mobile applications for iPhone and Android.

"eBuddy continues to be one of the most popular applications on GetJar, and we're thrilled to be a part of this milestone moment," stated Ilja Laurs, CEO and Founder of GetJar. "Discovery is the key problem facing developers as apps continue to flood the space, and GetJar offers developers premium visibility in an effort to catapult their apps into the mainstream."

Get Downloads

The GetJar Pay-Per-Download (PPD) mobile advertising distribution platform offers developers the opportunity to bid for premium catalogue placement per download in GetJar's store and distribution channels, to set their own maximum daily budgets, and insures they pay only when consumers successfully download the advertised application. Developers also have the option to set up multiple campaigns each with their own unique messaging, or geo-target their campaign by country, handset or carrier in order to steer growth in a highly strategic way. GetJar's PPD operates on a bidding system much like Google's AdWords, and helps developers to increase their app's visibility, gain more downloads and set their own budget guidelines. This allows developers to really focus and fine-tune their campaigns to ensure maximum ROI.

PPD also gives developers access to a comprehensive analytics package that allows them to measure ROI and see the amount of downloads by operator, device, country and even carrier, which is crucial in being able to track performance. GetJar is also the first app store to enable developers to measure the conversion rate of mobile downloads to actual users across all open platforms including Android, Blackberry, Flash, Java, Symbian and Windows Mobile.

"As the Walmart® of mobile apps, GetJar is committed to providing developers with a one-stop shop to distribute both their apps and mobile sites across any platform, handset, carrier or country to help them reach their goals and control their destiny," adds Laurs. "We look forward to seeing more mobile applications join Facebook and eBuddy in reaching the 50 million download milestone on GetJar."

- MORE -

About GetJar

GetJar is the world's second largest app store, second only to Apple iTunes with over 800 million downloads to date. The company provides more than 65,000 mobile applications across all major handsets and platforms to consumers in more than 200 countries. In June 2009, GetJar was named winner of the 2009 MEFFY Award for Best Direct to Consumer Service. GetJar is backed by marquee investors, Accel Partners and is headquartered in Silicon Valley with offices in the UK and Lithuania. For more information: www.getjar.com or follow us on Twitter @getjar.

About eBuddy

eBuddy is web and mobile messaging for everyone, everywhere! eBuddy processes over 15 billion messages per month and enables more than 30 million unique monthly visitors to chat in one interface across all major IM networks including AIM, Facebook Chat, Google Talk, Hyves, ICQ, MySpace, Windows Live Messenger and Yahoo! eBuddy is one of the world's fastest growing mobile IM applications with over 16 million unique monthly mobile users, and offers four, free mobile IM versions: [eBuddy for iPhone and iPod Touch](#), [eBuddy for Android](#), [eBuddy Mobile Messenger](#) (J2ME) and [eBuddy Lite Messenger](#) (mobile Web). The premium native application, [eBuddy Pro for iPhone and iPod Touch](#) with additional exclusive features is for sale via iTunes. The eBuddy mobile application uses a mobile Internet data connection over 3G, 2G or WiFi networks. eBuddy is the proud winner of Mashable's 2009 Open Web Awards for Best Mobile App.

Founded in 2003 and based in Amsterdam, London and San Francisco, eBuddy is a privately held company backed by Prime Technology Ventures and Lowland Capital Partners. Learn more at <http://www.ebuddy.com>.

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