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MOBILE APPS FACTORY

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BITSMEDIA LAUNCHES NEW AND IMPROVED FRENZAPP 2.0

Frenzapp 2.0 has a streamlined interface and enhanced interactivity to discover and share the popular apps used by your online community, friends and other Frenzapp users.

SINGAPORE (4 April 2011) – Singapore-based mobile application developer Bitsmedia Pte Ltd released on 1st April 2011 an upgraded version of Frenzapp, an iPhone application that automatically searches, recommends and shares popular applications with a user's friends and online community.

Frenzapp is designed to plug the gap in the massive app market by helping users navigate the thousands of apps available; highlighting relevant and popular apps in use by a user's social media connections and community.

Frenzapp 2.0 comes with a streamlined and simplified user interface and brings the communal aspect to another level. A new Friend Finder function means users can, over and above their Facebook community, expand their application searches to Twitter, Game Center and within their native address book. Users can also find out about apps popular with Frenzapp users who may not be in their existing social circle to comment, 'like', 'follow' and unlock badges by completing achievements.

A brand new push notifications system means Frenzapp will notify users of app updates and price changes. Best of all, Frenzapp 2.0 has with nine options for discovering new applications so users can search for apps that are Trending, Popular, Now on Sale, Most Recent and more.

First launched in November 2010 to positive media feedback, Frenzapp was the first in its genre to automatically detect the applications already installed on a user's iPhone and view the apps in use by Facebook friends. "We all tend to show, compare and share our favourite iPhones apps with each other face-to-face. Frenzapp reproduces this behaviour," said creator Erwan Macé. "We believe that with our new simplified UI and

setup process, stronger interactivity and community features, Frenzapp 2.0 is the most connected and user-friendly app-sharing tool currently available on the market today."

The launch of Frenzapp 2.0 marks an important milestone in Bitsmedia's strategic growth, added Macé, "We have thus far been developing apps for third party clients, but are looking to focus on building our own mobile applications and solutions, starting with Frenzapp." Going forward, Bitsmedia is actively seeking partners and investors to help them grow their flagship application.

According to Macé, work is already in progress to take Frenzapp further – to add a music sharing component in the next app update. This will serve to strengthen and grow the Frenzapp community, said Macé. "Music brings people together and we want to help achieve that with Frenzapp so that we can build a value-added application that meets the lifestyle and social needs of our Frenzapp users."

To download Frenzapp from iTunes, please visit:
http://itunes.apple.com/app/id403188631

To view a demo, please visit:
http://www.youtube.com/watch?v=zunzgBNW0TI

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About Bitsmedia Pte Ltd
Founded by French entrepreneur Erwan Macé in Singapore, Bitsmedia specialises in the development of mobile applications for iPhones and Android devices.