

UNDER EMBARGO UNTIL: THURSDAY, JUNE 27 (9:00am PST, 12:00pm EST, 5:00pm GMT)

FUTUREFUL TOPIC BROWSER BURSTS THE BUBBLE ON NEWS READERS AND SOCIAL FEEDS

Backed By Skype Co-Founder Janus Friis, Futureful Launches App Globally For iPhone And iPad Today

HELSINKI/NEW YORK/SAN FRANCISCO, June 27, 2013

The designers and data scientists of Futureful are bringing freedom back to web surfing.

"The best moments in life happen when your own choices mix with the random and unknown. Futureful brings that magic to the web", states Marko Anderson, Co-founder of Futureful.

Futureful's sleek interface allows you to playfully choose and combine interesting topics, which surface a fluid mix of fresh and timeless content. The app leads you on a never-ending journey of personal discovery. Powered by Futureful's deep machine learning technology, the app gets better the more you use it. And unlike search, Futureful never takes you back to the same result twice.

"Its not just about the latest noise, the same old websites, or what your friends are into... it's about the best stuff for you, at your own pace" Anderson continues.

Company Info:

Futureful's patented personalization and recommendation technology has roots in leading artificial intelligence research. The company was founded in early 2012 and is based in the US and Finland. Futureful opened with a limited release of its first beta app earlier this year, and today marks the first global launch of the exciting new experience. Futureful will be available on other mobile platforms later this year and is currently in talks to bring its unique discovery experience to all kinds of digital interfaces.

Website: www.futureful.com

Logo/Images/FAQs: www.futureful.com/#info

Download the app (iPhone/iPad): <https://itunes.apple.com/us/app/futureful/id583361618?ls=1&mt=8>

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