

Conduit®-powered apps now discoverable in bing

Largest Global Network of Browser and Mobile App Publishers to Provide Browser App Discoverability via Search

September 22, 2011 — San Mateo, CA. – Conduit® (www.conduit.com), the largest global network of browser and mobile app publishers with more than 260,000 members and 250 million customers, today announced that Conduit-powered browser apps are now discoverable through Bing, the Decision Engine from Microsoft Corp.

Conduit-powered apps are created by web publishers using the Conduit Platform and are available in the Conduit App Marketplace and on publisher websites. Users in the Conduit network will be able to discover apps for their browsers when they search for relevant terms. For example, when searching for “Groupon app,” Bing returns organic and sponsored links to the Groupon site, as well as the official Groupon App powered by Conduit.

The inclusion of Conduit-powered applications in Bing search results marks a significant step towards discovering apps on a desktop browser.

Earlier this year, Conduit and Microsoft entered into a relationship enabling Conduit publishers to provide their customers direct access to Bing, including tools that help people make faster, more informed decisions and deliver a better customer experience.

“Our relationship with Microsoft has enabled our publishers to offer an even greater experience to their customers and will add more fuel to the already impressive growth of Conduit’s massive network,” said Adam Boyden, President, Conduit. “The inclusion of Conduit-powered apps in Bing not only represents a step forward in app discoverability, but also an opportunity for any publisher who monetizes via content, traffic or engaging their users.”

“Bing helps people make faster, more informed decisions by delivering information and services that let them complete a relevant task,” said Chris Nelson, Sr. Director, Strategic Partnerships for Bing. “The inclusion of Conduit-powered apps in Bing search results is one more way that we are providing people with information to help make their everyday lives easier.”

Founded in 2005, Conduit provides web publishers with solutions to realize their business goals, collaborate through business partnerships and effectively engage their users anytime, anywhere. The company initially focused on web browsers, and earlier this year launched its mobile platform, enabling content publishers to easily create cross-device native mobile apps. In May, the company acquired web application solutions provider Wibiya, bolstering an already impressive product offering.

With Conduit, global brands including Major League Baseball, Univision, Chelsea Football Club, Fox News, iVillage, Groupon, and TechCrunch are marketing themselves online—along with hundreds of thousands of small and medium-sized organizations in more than 120 countries around the world. Join the Conduit Network at www.conduit.com.

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