![vBulletin logo]

vBulletin Launches vBulletin Mobile Suite to Propel Online Forums Into the App Ecosystem

vBulletin Community Operators Get Custom-Branded iPhone and Android Apps for Just $99

LOS ANGELES (April 19, 2011) – vBulletin today launched vBulletin Mobile Suite, an all-new mobile solution that enables vBulletin forum operators to easily offer their users custom-branded iPhone and Android apps.

"Forum operators have been vocal in telling us they want a mobile option that lets them break their communities away from the desktop and take advantage of the mobile explosion," said Fabian Schonholz, Vice President of Technology at vBulletin. "We think vBulletin Mobile Suite is the simplest way ever for forum operators to go wireless and have a solid presence in the app space."

Comprehensive web-based customization allows forum operators to maintain the unique character, functionality, and comfort of their existing vBulletin web presence in their iPhone and Android apps. vBulletin handles development work and packages apps for submission to the iTunes and Android marketplaces.

"Not only does vBulletin Mobile Suite allow forum operators to get a customized set of apps without compromises to branding or usability, it allows them to do so at a fraction of the price of hiring a dedicated app developer," added Schonholz.

Features

vBulletin Mobile Suite breaks new ground in the forum-to-app space in a number of ways:

- **Custom Styles:** Customizable logo and mobile skin provides ample look-and-feel options.
- **Mobile Ads:** Best-of-breed mobile ad integration increases revenue potential.
- **User-Friendly Interface:** Simple, efficient UI allows users to quickly view and post messages.
- **Moderation Tools:** Multifunctional moderation capabilities enable swift community management from mobile devices.

See these and more features in action at http://www.vbulletin.com/mobile.

vBulletin Mobile Suite currently supports vBulletin Forum Classic (version 3.7.x to 3.8.x & 4.1.2+) and vBulletin Publishing Suite (version 4.1.2+) software, and supports Apple iOS 3.1.3+ (iPad, iPod touch, & iPhone 3 & 4) and Android operating systems (OS 1.6+).

Pricing

vBulletin Mobile Suite is currently available for the special introductory price of $99. The price is all-inclusive; there are no cost-adding options to the product.

For more information and to purchase vBulletin Mobile Suite, visit http://www.vbulletin.com/mobile.

About vBulletin

vBulletin (www.vbulletin.com) is the world leader in forum and community publishing software. Customers have created vibrant communities for over 10 years on vBulletin's stable and mature platform. Developed with security, powerful administration features and speed in mind, it serves over 70,000 online communities with an international team. vBulletin is a division of Internet Brands, Inc.

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