

## FOR IMMEDIATE RELEASE

## VIRTUAL WORLD FOR TWEENS FINDS MOBILE SUCCESS IN IOS AND BRINGS EXPERIENCE TO ANDROID

Woozworld, the online virtual social network for tweens launches for Android allowing users to play differently, together.

**MONTREAL (Quebec)**, April 23, 2015 – Woozworld Inc., the company behind the largest virtual social network for tweens, has announced that with the success of their iOS launch last spring, Woozworld is now available for Android devices in Google Play Store.

"Going forward with mobile has been an achievement for Woozworld. The users have proven to be loyal visiting daily, cross-platform between web and mobile," commented Simonetta Lulli, President and CEO of Woozworld Inc. "Since launching on iOS in May 2014, Woozworld has seen almost 300,000 downloads over the year, almost all viral, reached #1 in the App Store in different countries as well ranking #2 in Gross Revenues for Social Network apps, only after Skype. With this major accomplishment, launching Woozworld for Android was clearly next for the mobile strategy."

Tweens are interested in expressing themselves anonymously in a safe environment and avatars are their real-life alter ego. Fashion has become the main subject in Woozworld with thousands of clothing options. Users are able to color as well mix and match when they want. The level of personalization and possibility to express is almost unlimited. New campaigns are launched every week alongside new fashion, which always has them wanting more.

## **About Woozworld Inc.**

Woozworld's growth has been exceptional. Now with over 26 million registered accounts and more than 135 million user-created virtual spaces and averaging 50 minutes per session. Woozworld Inc. is dedicated to maintaining a safe social environment that tweens can enjoy and parents can trust. Targeted for tweens aged 8 to 14, Woozworld provides an engaging and interactive virtual social network experience by allowing members to create their own world, get the latest fashion for their avatars, make new friends, and run virtual businesses. All personal information is protected, and Woozworld strictly conforms to the Children's Online Privacy Protection Act and is PRIVO Privacy Certified.

Woozworld is backed by Telesystem (www.telesystem.ca) and iNovia Capital (http://inovia.vc).

To watch our Android video, please see below or download the video and other assets from our Woozworld folder:

Video – <a href="https://www.youtube.com/watch?v=foNMUEYsGjs">https://www.youtube.com/watch?v=foNMUEYsGjs</a>
Download link – <a href="https://corporate.woozworld.com/content/press/press\_materials.php?lang=en">https://corporate.woozworld.com/content/press/press\_materials.php?lang=en</a>

For more information, Woozworld Inc. can be found at <a href="http://corporate.woozworld.com/">http://corporate.woozworld.com/</a>, www.woozworld.com, on the App Store <a href="https://itunes.apple.com/app/woozworld-explore-your-avatar/id669521511">https://itunes.apple.com/app/woozworld-explore-your-avatar/id669521511</a> and Google Play <a href="https://play.google.com/store/apps/details?id=com.woozworld.woozworld.app">https://play.google.com/store/apps/details?id=com.woozworld.woozworld.app</a>

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