(((Rumble)))™

The First Integrated Mobile App Platform

SAMPLE APP MARKETING KIT & PROMOTIONAL ASSETS FOR PUBLISHERS

(((Rumble)))™

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APP STORE ASSETS

Rumble provides publishers with everything they need to prepare for app submission, go through the approval process and then distribute, manage and promote their custom branded app post-launch.

What:

App Description, multiple size icons, categorization, keywords, screenshots and any other app requirements for iOS, Android, Windows & Kindle.

Key Benefits:

App store search optimization which improves app discoverability and increases app downloads.

Features:

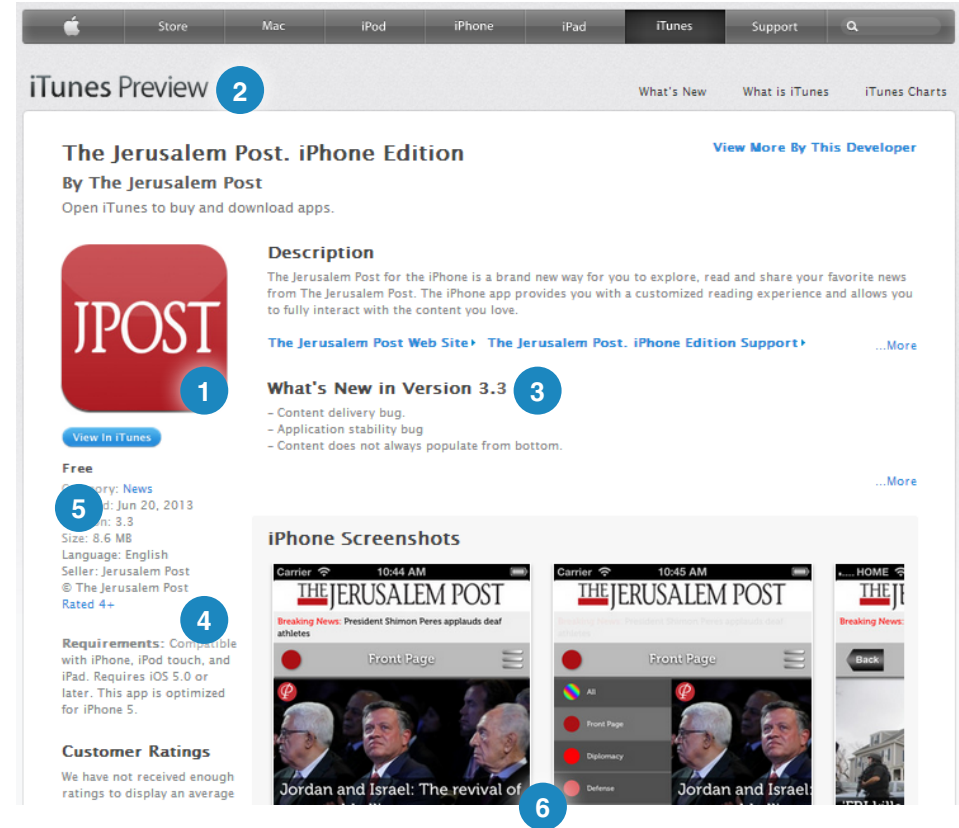| 1. Icons |
| --- |

2. App Store Presence

3. Version Update

4. Search Optimized App Name & Keywords

5. Categorization

6. Screenshots

App Store Product Page

APP STORE ASSETS

Rumble provides publishers with multiple design collateral assets for social channel promotion of their app. Publishers own the assets and can choose to create unique social accounts for their mobile apps or use the assets with their core brand accounts to promote the launch and on-going app marketing.

What:

Facebook timeline and profile assets, Twitter background, cover image and profile assets.

Key Benefits:

Call to action to drive app installs, social sharing to increase brand awareness and design consistency across online channels. Rumble also provides a publisher promotion kit which helps advise publishers on best practices for app marketing and visibility.
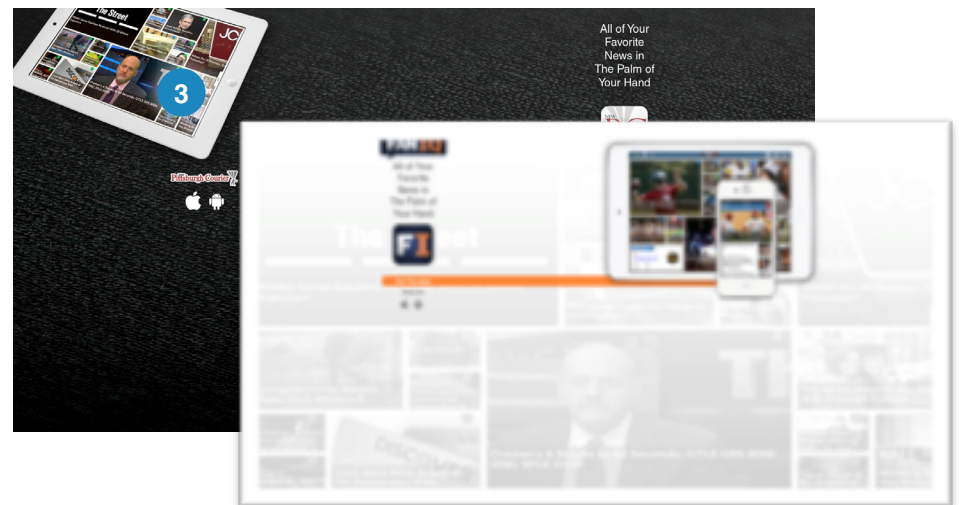
Features:

1. Multiple Design Options

2. Download Call-to-Actions

3. Branded Screenshots of App

Facebook Timeline Banner

Twitter Background

STANDARDIZED AD COLLATERAL

Rumble provides publishers with multiple advertising collateral assets for promotion of their app on their own website as well as any advertising channels and platforms. Besides providing assets in all the standard ad sizes, Rumble also offers multiple design options. Each asset is optimized with a clear call-to-action to download the app with one click.

What:

IAB assets with links to download in multiple sizes: 300x50, 320x50, 300x250, and 728x90.

Key Benefits:

Optimized for "Click to Download" call-to-action. Can utilize to run mobile ad campaigns through multiple ad platforms via display advertising or in-app advertising utilizing a CPC model. Ability to target users by geography, device and other demographics. Besides increasing downloads, it also raises brand awareness.

Features:

1. App Icons

2. Multiple Color Schemes

3. Branded App Screen Shots

4. Download Links

300x50

320x50

300x250

728x90

LANDING PAGE

Rumble provides publishers with a dedicated landing page to promote the app online. The page allows users, as well as press, to learn more about the app including detailed descriptions of the app features. The landing page also drives downloads with multiple calls to actions for each device and platform that the app is available on.

What:

A web landing page coded in HTML that includes: customized design based on the publisher's design guidelines, brand logo with link to the publisher's website, app icon, app summary, app features, app screenshots, and download links with icons for each platform and device.

Key Benefits:

A long-term asset that publishers can use not only to promote the launch of the app but in continued, on-going promotion of the app. A resource for users to learn more about the app and the unique features provided. A press asset to increase the likelihood that press outlets and app directories with feature the app given they have one place to find everything they need for coverage.

Features:

1. **Install Links**

2. **Multiple Color Schemes**

3. **App Features**

4. **App Icon**

5. **Screen Shots**

Publisher Landing Page

SMART-APP BANNER

Rumble provides publishers with one line of code to add to their mobile website so that when users visit the publisher's website from a mobile device they are automatically notified of the mobile app with a call-to-action to download the app in the app store.

What:

Smart-app mobile banner that is easy to implement with one line of code provided by Rumble that automatically targets all readers using a mobile device with a call-to-action to download or open the native mobile app.

Key Benefits:

Directly targets all mobile app users to increase awareness of the mobile app as well as increase direct downloads through a one-click install. Also allows for re-targeting of users who have already downloaded the app to increase the number of returning users and improve user retention.

Features:

1. App Icon

2. App Name, Publisher and Status of Install

3. Call to action to download the app or open if already installed

4. Mobile Landing Page

Smart App Banner

Smart App Banner In Mobile Browser

MOBILE APP PROMPT

Rumble provides publishers with a download call-to-action button for promoting the app online. When users are browsing online via a web browser, such as Chrome or Safari, when they click on the "Get the App!" button a window will pop-up giving them three options for direct downloads to their mobile advice: SMS text, email or QR codes.

What:

Download button, pop-up browser asset with email-delivery service, SMS text API integrated, unique tracking links for all platforms and QR codes for mobile device scanning.

Key Benefits:

Increases downloads for all devices, increases the number of conversions from web to mobile, gives users multiple options for communication, gives publishers additional information about their users (such as email address or phone number) for direct marketing and re-targeting.

Features:

1. Device Icons

2. Platform Icons

3. QR Codes

4. E-mail Delivery of App Install Links

5. SMS Short Code Delivery of App Install Links

6. Bit.ly links to App Store

Download Button

Pop-up Window

SCAN the QR Code to download our free App!

http://bit.ly/12Q2ukt   http://bit.ly/162Z1Vy

Don't have a scanner, no worries! Provide us with either your e-mail or phone #, and we'll send you the install links directly to your mobile device(s)!

Email Adress: email@mail.com   Submit

Mobile Number: (555) 555-5555   Submit
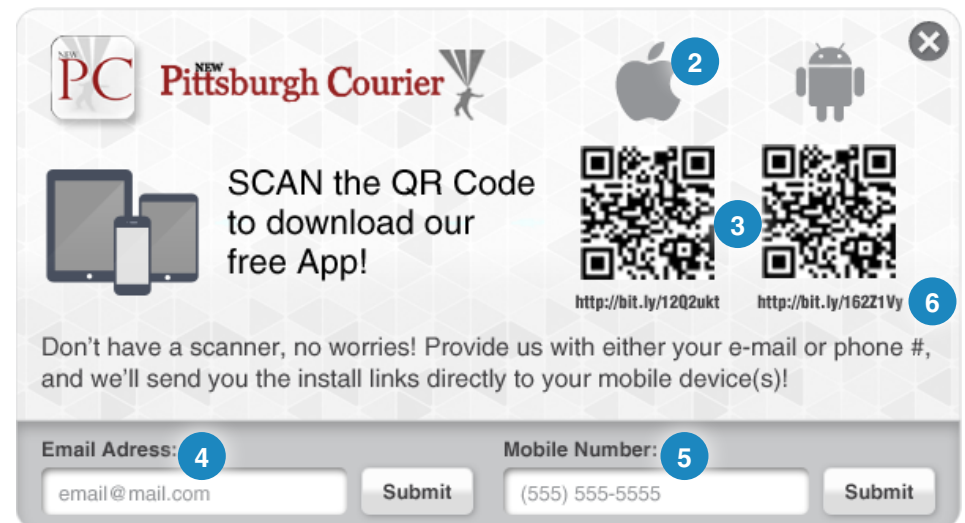
PRESS RELEASE

Rumble provides publishers with a press release for their own distribution as well as distribution across Rumble channels and with major online PR networks such as PR Newswire. The release is optimized for press pick-up and includes a description of the unique features of the app, a quote from the publisher, a quote from Rumble's leadership team, a description of the publisher, a boiler plate on Rumble and call-to-action links to download the app on all platforms it is available.

What:

Press release about the launch of the app optimized for online press pick-up and SEO.

Key Benefits:

User awareness of the app, general brand awareness, reach to leading industry press, opportunity for press pick-up and news stores on the app launch, exposure to new blog and online media press contacts, increase in app downloads and a strong launch laying the foundation for continued success.

Features:

1. **Promotes App Features**

2. **Quote from Publisher**

3. **Quote from Rumble Leadership**

4. **Publisher Boiler Plate**

5. **Rumble Boiler Plate**

6. **Unique, Tracking Download Links**

Sample Press Release

FOR IMMEDIATE RELEASE

RUMBLE ANNOUNCES MOBILE PARTNERSHIP WITH FANIQ

1 SAN FRANCISCO, CA, *July 3 2013* — Rumble, a mobile publishing platform, is pleased to announce their partnership with FanIQ and the launch of FanIQ's new mobile app now available in iTunes for iPhone and iPad. The new FanIQ app allows readers to explore, read and share their favorite sports news, opinion and trivia on any device. By partnering with Rumble, FanIQ is able to provide their 20 million readers with an enhanced mobile user experience and personalized content with their own branded mobile app.

2 Through the partnership, Rumble and FanIQ created a customized Trivia feature for the app with over 300,000 sports trivia questions that allows users to test their own knowledge as well as compete against each other. In addition the app provides readers with all of Rumble's standard features including social sharing, personal channels, a content recommendation Genie, customized browsing experiences, community engagement and publisher monetization features.

"FanIQ started out as a digital sports site created by passionate fans, and has grown to one of the largest interactive sports communities across the web," Dan Bohm, Producer at FanIQ said. "We know fans are always on the go, so we are excited to launch the FanIQ mobile app so readers can engage with great sports news, videos, games and more whether they are at home, at the game or at the bar."

3 Rumble's mobile platform seamlessly integrated with FanIQ's web content and created a mobile app with an advanced semantic engine, multiple revenue stream options and the ability to control all of these features with an executive dashboard. "We are excited to partner FanIQ and help unleash the power of their content with our advanced mobile technology that is flexible enough to respond to changes in their content strategy and dynamic enough to stay ahead of the competition in both engagement and monetization innovation," Uyen Tieu, Co-Founder of Rumble, said.

4 **ABOUT FANIQ**

FanIQ is the most interactive sports community on the web, created for sports fans and by sports fans. It is an open-publishing platform, giving millions of fans voices and empowering community members to show off their sports knowledge, spark debates and unite with like-minded users across any screen. The new FanIQ mobile app provides users with a customized, interactive reading experience, including personal content channels, recommendations, trivia and gaming.

5 **ABOUT RUMBLE**

Rumble partners with media organizations to make mobile scalable, profitable and easy through the first integrated native mobile app publishing platform. Rumble offers publishers a complete, long-term solution for their mobile strategy so they don't have to make trade-offs between speed, user experience, monetization, and functionality. Founded in 2011, Rumble has over 70 publisher clients and offices in Philadelphia, New York, and Tel Aviv.

6 The FanIQ app was created in partnership with Rumble. Learn more at www.faniq.com and www.rumble.me.