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Buddy Selected as One of the First Investments for Bing Fund

In addition to funding, Microsoft will provide Buddy with access to technology assets, data, and its global network of partners and customers.

SEATTLE, WA – August 9th, 2012 – The Buddy Platform (<http://buddy.com>) announced today that it was selected as one of the first investments for the recently launched angel fund and incubator program, Bing Fund. Teaming up with Bing Fund will enable Buddy to harness the global horsepower of Microsoft technology assets, technical expertise, and Bing APIs to bring an array of new data and tools to market.

With over 8,000 developers building applications across nearly every mobile OS and device type in the market, Buddy provides backend services for app developers to more easily build high volume, large scale applications on any connected device, running any operating system. Publishers of apps use Buddy to derive high fidelity demographic and geo-location based usage data. With access to Microsoft resources that Bing Fund will facilitate, Buddy will be able to offer developers on a variety of platforms unprecedented new scenarios and datasets, and will offer publishers additional metrics that will help them to understand the usage of their applications and better monetize their apps.

“We’re delighted to be able to transform such incredible support from Microsoft directly into Buddy customer value – across a very wide range of devices and scenarios,” said Buddy CEO, David McLauchlan. “As a direct result of support from Bing Fund, we will shortly introduce new product features that developers and publishers will be excited to leverage.”

Buddy was the first backend as a service (“BaaS”) to provide a native SDK for Windows® Phone and Windows 8. Although its support for developers building apps for some of the newest Microsoft products is exciting, Buddy’s ability to solve immediate challenges facing professional app developers across various platforms is one of the strengths that attracted Bing Fund.

“We’re really looking forward to working with Buddy,” said Rahul Sood, General Manager of Bing Fund. “They’re a cool bunch of people who make it super easy for developers to create unique mobile apps. We want to help them reach not just the next level, but beyond that. Interplanetary heights, if you will.”

Developers can learn more, create an account and start developing at <http://buddy.com>. To celebrate Buddy’s recent public launch, Buddy is offering free access to the Platform up to 2MM API calls per month, through August 31st, 2012.

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About Buddy Platform, Inc.

Buddy Platform, Inc. is a Kirkland, Wash. based company that provides developers a fully hosted and managed toolset of web services to power the cloud-connected pieces of their apps on all operating systems including iOS, Windows Phone, Android, SmartTV, Facebook, HTML5 and even Windows 8. Developers build their apps using Buddy's APIs that support such scenarios as user accounts, friends & group lists, messaging & chat, geo-location services, photo albums, metadata, gaming, push notifications and crash reporting.

Buddy's high fidelity analytics for publishers of connected apps are powered by the "Buddy Platform". When publishers have their apps built on the Buddy Platform, they can access high fidelity, contextual analytics providing unprecedented data on the performance, usage and ROI of their applications. More information is available at <http://www.buddy.com> and follow Buddy on Twitter [@BuddyPlatform](https://twitter.com/BuddyPlatform).

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