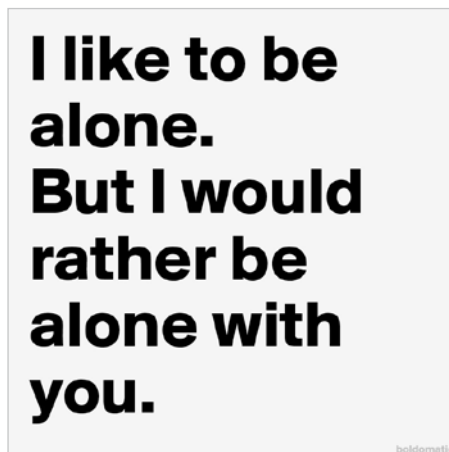


“Instagram for Text” Platform Boldomatic Teams Up with Ceylor Condoms for #LoveForever Social Campaign

The fun social media campaign will challenge participants and viewers to think about safe sex, sexuality and love, while enjoying playing with words.

Zurich, Switzerland - April 13, 2015 - Boldomatic (boldomatic.com), the Swiss-based content creation platform and community determined to become the number one source for everything text in both online and offline media, today announced the launch of #LoveForever, a creative and educational social media campaign in partnership with Ceylor (ceylor.ch), the market leader for condoms in Switzerland.

Starting today through April 14, 2015, Boldomatic creative users will be prompted to post their quotes, statements, word games and thoughts about sex and love with the hashtags #loveforever and #ceylor on Boldomatic for a chance to win an iPad Mini and have their winning statement printed on 2000 ceylor condoms, which will be handed out to lucky pedestrians.



Additionally, creators of the best 30 posts will be entered into a Ceylor Facebook contest where followers can upvote their favorites, and the winning creator will receive an iPad mini. Plus, for every submitted post shared on Facebook, a Swiss franc (up to 1000 francs) will go to the Swiss AIDS Federation.

Martina Langes, Marketing Manager for Ceylor said:

With this campaign, people of every age are challenged to think about safe sex, sexuality and love, while still enjoying playing with words.

boldomatic

Boldomatic SA
Granitweg 6
8006 Zurich
Switzerland

janine.sonderegger@boldomatic.com
+41 44 552 04 18

Born and bred in the heart of Zurich, Boldomatic's text-only social network is a great place to find thousands of witty, sexy and provocative quotes on a variety of topics. The mobile app, available free on iOS, Android and via web browser, is free of ads and affords users the option to stay completely anonymous or increase their visibility by sharing posts on social networks such as Facebook, Twitter, Tumblr, Pinterest and Instagram.

Users can also create enlarged photo prints of their bold statements and purchase apparel and accessories (i.e. t-shirts, coffee mugs, tote bags and pillows), via Boldomatic's online shopping portal. Best described as "Instagram for text," Boldomatic is ultimately a great place for creative writers to connect, interact, rate and categorize bold statements.



Dan Krusi, Chief Technology Officer at Boldomatic:

Boldomatic's growing community covers an impressively broad range of topics, including everything from profound poetry to dirty jokes. Sex and love is a welcomed topic by our users, and we're confident the ceylor contest will bring about a healthy mix of conversation about sexuality and love.

To learn more about the contest and see official rules, please visit:

boldomatic.com/view/contests

Boldomatic is available for free download

In the iTunes store:

itunes.apple.com/us/app/boldomatic-everything-text/id573250776?mt=8

In the Google Play Store.

play.google.com/store/apps/details?id=com.boldomatic&hl=en

About Boldomatic:

Boldomatic is the text-only social network connecting a global community of creative writers. Our free app for iOS, Android and Desktop allows writers to express their thoughts in bold, colorful text-images that can be shared within and outside the Boldomatic network to Facebook, Twitter, Tumblr, Pinterest and Instagram. Founded in 2012 and headquartered in Zurich, Switzerland, Boldomatic's online shopping portal allows users to print bold statements on custom products, apparel and accessories.