

## **Boldomatic “Instagram for Text” App Announces Updates for iOS and Android, Rolls Out Badge System and Rewards Users with Up To \$620K in Cash Vouchers to Online Store**

*Updates include improved iOS messaging, photo styling features on Android, plus every Boldomatic app user can now share to Facebook, Twitter and Whatsapp, and will today receive a \$5 share of \$620,000 in cash vouchers to Boldomatic’s online shop.*

Zurich, Switzerland - April 22, 2015 - Boldomatic (<http://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 updates and new features to its iOS and Android mobile apps. The update, available now on iOS and Android features a fully redesigned interface for both operating systems, improved messaging for iOS, photo styling features for Android, as well as the launch of a competitive badge system that rewards users with physical vouchers and discounts to the Boldomatic on-demand product shop. The new update also features improved sharing functions to Facebook, Twitter and WhatsApp, as well as improved location-based maps that indicate where Boldomatic users are posting from. Boldomatic is also launching its new affiliate program allowing bloggers and writers to earn money by integrating Boldomatic posts on their websites.

“From the onset, Boldomatic has been much more than just an app for sharing ideas,” said Steffen Schietinger, CEO of Boldomatic. “We’re an innovative community of creative writers and expanding our app’s functions and offerings allows us to further our vision to be the number one source for everything text in both online and offline media.”

Starting today, the Boldomatic team will distribute roughly 210,000 badges to the Boldomatic community to launch the badge system and every Boldomatic writer who has the app currently or downloads it today will receive a \$5.00 cash voucher, totalling \$620,000 in rewards. Criteria for receiving more rewards will be based on standard metrics, such as number of posts or likes gained, as well as more standout achievements, such as entering as a top 10 finalist in Boldomatic’s weekly global contests. The system rank will vary on a scale from one to ten with level 10 being the hardest to achieve. Some badges, such as the monthly points badge, will require a continued effort to keep the badge.

“The Boldomatic Badge System is not just a mechanism to keep users engaged - it’s designed to reward our community with something beyond the digital realm,” said Dan Krusi, CTO of Boldomatic. “Boldomatic users love sharing their ideas on the platform and now they’ll be able to earn discounts to take those ideas and put them on something tangible.”

The logo for Boldomatic, featuring the word "boldomatic" in a white, lowercase, sans-serif font on a black rectangular background.

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The rewards include discounts to Boldomatic's online shopping portal, which allows users to create enlarged photo prints of their bold statements as well as purchase apparel and accessories such as t-shirts, coffee mugs, tote bags and pillows, all showcasing Boldomatic posts. Products can feature community-generated content around themes such as Office Life, or users can create entirely custom messages. Boldomatic prints can even be used as gifts, commemorative keepsakes or specialty branding material.

Boldomatic has also implemented an affiliate program allowing websites and blogs to now easily integrate with Boldomatic and earn money. Webmasters can choose whatever subject, theme or writers from the Boldomatic community that best fit their unique audience and get the hottest content embedded directly onto their site. Powered by Boldomatic's on-demand printing technology, this affords websites the capability feature thousands of unique products without the hassle of setting up an online shop, inventory, or content management system.

"Affiliate members can choose whether to create very specific theme-oriented shops, products featuring their own content, or to just pull in the top trending content from Boldomatic," added Schietinger. "The integration is super simple and fast, and each sale generated through an affiliate partner will earn the referrer a share of the markup. This is just the latest venture in a continued effort to help our community make bold statements online and in real life."

Boldomatic's latest version is available for free download on iOS and Android at: <http://www.boldomatic.com/get>.

Applications to enter the affiliate program can be filled out at <http://boldomatic.com/affiliate>.

**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.