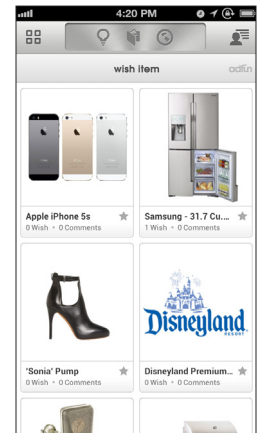
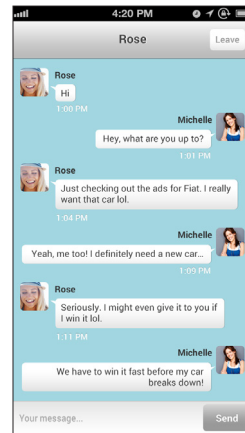
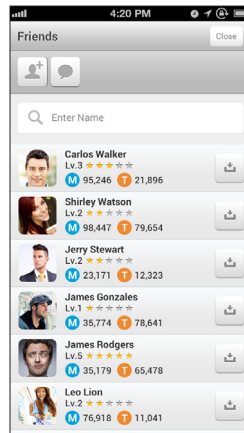
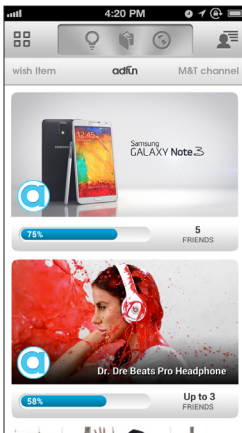




Adfun Ends the Era of Fastforwarding Through Advertisements for all iOS and Android Users

Watch ads. Get rewards. It's that simple.

Garden Grove, CA – October 1, 2013 - Adfun Inc. announces today the launch of 'Adfun' as the proprietary solution for often unrewarding mobile advertisements. Adfun is designed as an interactive, cross platform application built to reward users for watching sponsored advertisements. The Adfun formula is simple: users watch advertisements, earn bidding currency, and enter into prize auctions to win luxurious prizes together. In an advertising market domineered by DVR fast forwarding, employing such a simple and interactive gameplay allows Adfun to facilitate consumer engagement with companies in order to build brand exposure and loyalty while creating a fun and enjoyable ad-watching experience for its users.



In an increasingly cluttered ad market, Adfun offers not only a material incentive to users, but also a viewership community that encourages team cooperation and entertainment. The Adfun 'Team Auction' promotes teamwork allowing for quick and simple communication with other teammates as well as the ability to share bidding currency.

Adfun's handy and well-designed interface allows for the quick and simple management of auctions, prizes, and ad viewing making Adfun a hassle-free app that provides brands a platform to engage with their consumers. While Adfun does offer many coveted prizes to its users, the application also works as a compelling medium through which companies and their customers may directly interact. "Adfun is our way of bringing brand names directly into the hands of the American public," says cofounder Jimmy Ban. "Now companies have the opportunity to sell and engage with their fan base on a more personal level and users get to enjoy those benefits in the form of deals and prizes." Adfun combines the growing trend towards mobile gaming and mobile advertising all into one fun and rewarding application.

Adfun is currently free in the Google Play Store and looks to be available in the iOS App Store within the next couple of weeks.

Visit Adfun's website at www.goadfun.com for more information, video tutorials, and contact.

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