



Media Contact

Tarun Reddy

703-217-6499

tarun@kiwitech.com

KiwiTech Reaches Major Milestone as eBook App Downloads Top One Million
Company's ebooks among the most popular in France, Brazil and Germany

Washington, July 14, 2010 -- KiwiTech, a leading mobile technology firm that provides ebook apps for a variety of platforms, said its collection of ebook apps has reached the one million download mark.

Rakesh Gupta, KiwiTech's chief executive officer, said the milestone is a significant one because it shows that more people see the benefits of downloading their favorite titles to smartphones and other wireless devices. KiwiTech has more than 75 free ebooks available on the iTunes™ Store.

"To reach one million downloads in such a short period of time is a testament to book lovers and shows how much they appreciate the quality of our ebook apps," Gupta said.

Gupta said the success of KiwiTech's titles, which range from *Alice in Wonderland* to *Sherlock Holmes* can be attributed to at least three factors.

- Strong word-of-mouth praise for KiwiTech's ebooks
- Steady sales growth for smartphones and tablet computers
- A desire by avid readers to find ebook apps that meet their reading needs

KiwiTech's ebooks have also been in the top five in Brazil, France, Germany and Spain. "We expect this success to continue as we release additional ebooks," he added.

Gupta explained that the demand for mobile apps is expected to grow exponentially in the next five years, according to a recent study from Juniper Research. The study predicted the mobile app market will be worth \$32 billion by 2015.

About KiwiTech

KiwiTech is a mobile app company with an emphasis on publishing and has developed apps for iPhone, BlackBerry, Android and Nokia platforms. KiwiTech develops state-of-the-art mobile app technologies and provides mobile app development services. With over 200 apps developed, KiwiTech is fast gaining recognition as a premier mobile app company. Our apps have been featured in *BusinessWeek*, Wiley's *Dummies* series and other publications. Also, KiwiTech apps have achieved top rankings in app stores in Brazil, France, Germany, Spain, U.K. and U.S.A. An innovative, new-age company, KiwiTech is reaching its fast growing list of followers through [Facebook](#) and [Twitter](#).

www.kiwitech.com