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SQUADUP LAUNCHES THE FIRST EVER SOCIAL EVENT PLANNING APP

Makes Event Creation an Experience with Real-Time Management, Photo Sharing, Messaging and Social Integration

New York, NY — July 1, 2014 – SquadUP, the event platform that makes planning, managing and attending events easier and more social, today announced the release of its mobile app on iOS--the first event app that allows users to create and manage events right from their phones. Some of the unique features of the SquadUP app include social sharing, Passbook integration, social media content curation using event-specific hashtags, real-time messaging, photo sharing, as well as ticket sales, mobile check-in and registration.

The SquadUP app follows their users from the initiation of the event on customized event pages all the way through to the live experience-- and even post-event where guests can look back at the photo and video galleries to relive the experience. The messaging and media sharing features where event attendees can chat and share photos create a “flash network” unique to each event.

“By offering the first mobile event platform, we’re allowing our users to plan, manage and experience events the way they live their lives--on their phones,” said SquadUP Founder/CEO, Willie Litvack. “As for our users’ “social” lives, every event has a specific hashtag and we aggregate content from Facebook, Instagram and Twitter, creating a real-time Social Gallery. The Gallery pulls a live stream of everyone talking about the event so guests can engage with multiple social platforms without ever leaving the app.”

In public beta since 2013, SquadUP first captured the college and young professional markets by building a 350 student Brand Ambassador Program and forming strategic partnerships. Since then, SquadUP has raised \$1 million, partnered with several notable organizations including StartNY as well as the ILLMORE, a SXSW music event where 22K registrants signed up to hear artists like Lil Wayne and Skrillex. In addition, SquadUP recently hosted FlyFigawi, a unique experience where guests flew from New York to Nantucket on a private plane for an annual sailing event, and were offered exclusive, in-app deals from local retailers.

“Individuals regularly plan and attend events in their personal and professional lives. We stay with our user base throughout these experiences,” Litvack said. “For professional event organizers, whether it’s a concert, an industry conference, a gala or a fundraiser,

we are empowering them with the right tools to reach their audiences and produce successful events.”

About SquadUP

SquadUP is the next generation event management and funding platform dedicated to creating an experience instead of just an event. Based in NYC, SquadUP provides social integration and sharing, event-specific content curation from social platforms, real-time messaging, photo sharing and mobile check-in, as well as the ability to sell tickets and collect donations. SquadUP supports organizers from the time they create their custom web and mobile event page to the event itself-- even post-event when guests can review the photos in the social gallery to relive the experience. For more information, visit <http://www.squadup.com>.