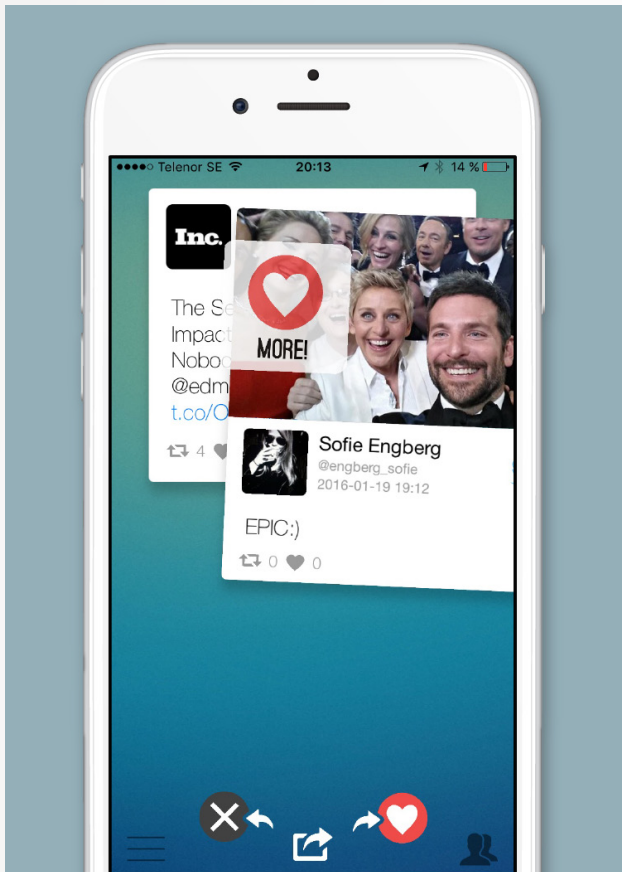




PICKADOR

MAKING TWITTER INTERESTING AGAIN

Swedish award winning startup launches Pickador exclusively on App Store. Is this the app that will put Twitter back on track?



Pickador was created to solve the problem of information overload on Twitter. Pickador's mission is simple; to engage everyday users to get more out of their Twitter feeds by adapting and filtering the content to its users. **The uniqueness lies in the value of getting more by spending less time.** We saw the need of a new way of consuming and engaging on Twitter, by making it relevant to you instead of feeling overwhelmed over the mass of information.

For all media inquiries contact minna@pickadorapp.com

If you need a high resolution version of Pickador and other assets, visit

www.pickadorapp.com/press

