

PRESS RELEASE

Pingster Launches and Shakes Up Location Privacy Debate

NEW YORK, May 23, 2011 - TripTrace, Inc., a San Francisco start-up, has announced the release of their new product Pingster -- for Android and iPhone -- this morning at TechCrunch DISRUPT. Pingster is a free consumer application that displays a user's location on a public map, anonymously, and for 15 minutes only. It has one button, no settings, and pushes the debate about location privacy to a new level.

Founder Michael Rubin, formerly of Netflix, believes that while consumers require privacy, they *demand* simplicity. "We've struck a balance between a safe, private app that is exceptionally useful and fun – with a practical need for a no-brainer tool," said Rubin last week. Pingster features a single giant red button through which users "ping" both to see and to be seen. "It's like in the movie HUNT FOR RED OCTOBER – A ping puts you on the map, it allows you to be found, and it fades away. For two mobile people trying to meet up, or coordinating a group, it's great."

Rubin has a distinguished career in entrepreneurship – as an author, film editor, retailer and product developer. "Rubin brings a breadth of experience and creativity to the field", said Netflix CEO Reed Hastings, who added: "Pingster is elegant, 'Twitter-like' in its simplicity."

There is more to Pingster than the nakedness of pinging and the odd instant community it creates. The application is built on top of a completely private map that users can customize and personalize. The underlying map can be setup to automatically display everything from phone contacts, calendar events, check ins from Facebook and Foursquare, and even bookmarks from websites. "These add context to your maps," adds Rubin. "Something deeply lacking in popular map tools today."

In addition to a range of interesting social features in development, the company plans to incorporate monetization potentially in the underlying map but also through product integration with its website for travel research and booking. "It is almost impossible to generate traffic at a travel planning site, and harder to make the site truly personalized. Our mobile apps will make this possible in an innovative way."

FOR MORE INFORMATION: Michael Rubin > 347-871-7717

About TripTrace,

TripTrace, Inc. was founded in February 2011 to disrupt the travel industry and to re-envision location and navigation tools. The company is led by Rubin and Krishna Kunam, a leading mobile app developer, with teams in US and India. They operate a website (<http://www.triptrace.com>) and offer mobile applications mapOmatic and Pingster.

About TechCrunch Disrupt

TechCrunch Disrupt NYC 2011(<http://disrupt.techcrunch.com>) is TechCrunch's second annual conference in New York City attracting over 1,500 leading technology innovators and investors and over 150 new startups. The format combines top thought-leader discussions with new product and company launches. The conference is May 23-25, 2011, at Pier 94 located at 755 12th Avenue (at 55th Street & 12th) in Midtown New York.

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