

# Twitter to Acquire TellApart

## *Acquisition Will Significantly Expand Twitter's Direct Response Capabilities for Marketers*

SAN FRANCISCO, Calif., April 28, 2015 - Twitter, Inc. (NYSE: TWTR) announced today that it has entered into a definitive agreement to acquire TellApart, Inc., a leading marketing technology company providing retailers and e-commerce advertisers with unique cross-device retargeting capabilities through dynamic product ads and email marketing.

Twitter's acquisition of TellApart reflects a continued investment in the company's direct response advertising capabilities both on and off of its owned-and-operated properties by giving the company additional tools for cross-device identity, targeting and attribution, along with a talented team with deep direct response expertise.

"Consumers now move fluidly between apps, devices and platforms, and performance advertisers are in need of more effective targeting and measurement tools that work seamlessly if, say, someone browses for products on a mobile device but ultimately makes a purchase on a desktop device," said Kevin Weil, Senior Vice President of Product at Twitter. "By bringing Twitter and TellApart together, we'll be able to help performance advertisers reach users wherever they are, whether on desktop or mobile."

"TellApart's strengths in personalization, dynamic product ads, commerce data and with retail advertisers are strong complements to Twitter's deep experience in mobile, understanding users and the app ecosystem," said Josh McFarland, co-founder and CEO of TellApart. "Together, we're excited to bring the power of cross-device targeted advertising to Twitter, our clients and our ad exchange partners."

Subject to the completion of customary conditions, the acquisition is expected to close on or around June 1, 2015.

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### **About Twitter, Inc.**

Twitter (NYSE: TWTR) is a global platform for public self-expression and conversation in real time. By developing a fundamentally new way for people to create, distribute and discover content, we have democratized content creation and distribution, enabling any voice to echo around the world instantly and unfiltered. The service can be accessed at [Twitter.com](https://twitter.com), via the Twitter mobile application and via text message. Available in more than 35 languages, Twitter has 302 million monthly active users. For more information, visit [discover.twitter.com](https://discover.twitter.com) or follow @twitter.

### **Forward Looking Statements**

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Forward-looking statements generally relate to future events or Twitter's future financial or operating performance. Forward-looking statements in this press release include, but are not limited to, the expected completion of the acquisition, the time frame

in which this will occur, the expected benefits to Twitter from completing the acquisition and the expected performance of Twitter following completion of the acquisition. Statements regarding future events are based on Twitter's current expectations and are necessarily subject to associated risks related to, among other things, regulatory approval of the proposed acquisition or that other conditions to the closing of the deal may not be satisfied, the potential impact on the business of TellApart due to the announcement of the acquisition, the occurrence of any event, change or other circumstances that could give rise to the termination of the definitive agreement, and general economic conditions, technological changes, competition and integration risks, among others. The forward-looking statements contained in this press release are also subject to other risks and uncertainties, including those more fully described in Twitter's Annual Report filed with the Securities and Exchange Commission on March 2, 2015. The forward-looking statements in this press release are based on information available to Twitter as of the date hereof, and Twitter disclaims any obligation to update any forward-looking statements, except as required by law.

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