

FOR IMMEDIATE RELEASE

Samba Video Messaging Releases Their Much-Anticipated Android App

SXSW's "Best Social App" Brings Reactive and Genuine Video Communication
to the Google Play Store.

OCTOBER 16, 2014, LOS ANGELES - Samba (www.samba.me), the leader in video messaging with authentic reaction shots, released their highly anticipated Android version today and is now available for download in the Google Play Store. Bringing together their robust technology and signature design aesthetic, Samba's Android version embraces the power of feedback to bring users a more genuine method of digital communication.

Download the app here: Samba.me/dl

The power of feedback has been the driving force for Samba, who saw tremendous success with the launch of their iOS app in February earlier this year. Friends and family members can send video messages to each other while the receiving party has their reaction automatically recorded and sent back. The end result is a video that plays fully synchronized with the original video. The messaging experience instantly becomes closer, more honest, and more fun. Users can be expressive and interactive and Samba allows them to see how their friends *really* feel about it.

While no specific details have yet been released, Samba's CEO promises a substantial new update to the video messaging app's iOS and Android versions, coming very soon. "We're confident that what we're bringing to the table will bring value to users in an entirely new way", says CEO Barak Hachamov. "We're constantly working to innovate within our space and this update will do just that."

Along with the launch of their Android app, Samba is very proud to welcome a new addition to their Board of Directors, AOL's SVP of Video Tal Simantov. Tal participated in Samba's seed round of financing along with others such as Ran Harnevo, 2B Angels, Eddy Shalev, Marius, Ron Zuckerman, and Rony Zarom. Samba has currently raised \$1M in their seed round.

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About Samba:

Founded in 2013, Samba's senior team is led by co-founders Barak Hachamov (CEO), Shay Erlichmen (CTO), and Oren Meiri (Head of Client). Samba entered the market in February 2014 with the launch of their iOS app and shortly after won Best Social App at the prestigious SXSW.

For more information about Samba

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