



**squarehub**

Where Your Family Connects

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**Press Contact:** Beth Herrell Silverberg, SquareHub, Inc.  
206-679-5157  
Press@squarehub.com

## **SquareHub™ First to Deliver Safe Social Networking for Everyone in The Family**

*Social network designed to bring families closer together is now available for both Android™  
and Apple® iOS smartphones and tablets*

**SEATTLE—November 12, 2013** – SquareHub™, the private social network designed exclusively for families, is now available for Android™ devices via Google Play™. SquareHub allows families to send messages, share photos, coordinate schedules and give location information easily through their mobile devices. In an era where family interaction often suffers because of technology, SquareHub offers families new togetherness using those very same devices.

"We noticed the more gadgets we had and the more networks we used, the more difficult it was to keep everyone coordinated and emotionally connected," says SquareHub co-founder Dave Cotter. "Meanwhile, social networks are too public for young children and family communication, kids today rarely use email, and filtering text messages from those who matter most was just too cumbersome. So we designed SquareHub to be a single application for all things functional and fun for the family. Think of it as a digital family room."

In addition to Android support, SquareHub debuts "Family Sharing," a new concept in social networking in which a family can choose to share photos, events and locations with extended family members and close friends without granting full access to their family's network. SquareHub cleanly integrates replies and comments from outside users into the family's message feed. While the Family Sharing feature is initially available only for Apple® iOS devices, Android support will be available by the end of 2013.

### **Bringing Families Together in an Always-Connected World**

In limited release since May 2013, SquareHub is changing how families communicate, coordinate and share. Whether it's families with young kids starting to explore technology, those with mobile tweens and teens constantly connected via their phones, blended families coordinating plans or families sharing across multiple locations, SquareHub brings them all back together.

"We love this app," said Kim Ayars, a SquareHub customer since May 2013. "SquareHub allowed our oldest child the social network experience that she craved, while our youngest child could participate without the typical dangers on the Internet. SquareHub is now command central for our busy family life. We've almost completely stopped texting each other yet we're more connected than ever."

- **Simple for Parents.** SquareHub eliminates clutter from virtual communications by providing a single application for one-to-one and group messaging, scheduling and photo sharing – simple and easy for everyone in the family to use.
- **Safe for Kids.** SquareHub offers safe, private social networking for kids and teenagers by letting them send individual or group messages and share photos with a private network of family members only. An easy-to-use check-in feature that includes location details gives parents peace of mind and kids more

freedom, both online and off.

- **Fun for Everyone.** With features like the “Family Bucket List,” families can store lists and share links to restaurants they want to visit, movies they want to see and activities they want to do together. SquareHub also includes drawing tools to enhance photos and stickers, filters and a star chart for giving and receiving praise.

## Technology Veterans and Premier Investors Team Up

“The marketplace is cluttered with apps, yet no one has solved the challenge of making family communication and coordination work for everyone in the family,” says Cole Brodman, former chief marketing officer at T-Mobile® USA and SquareHub investor. “That’s what makes SquareHub unique. It harnesses the power of a social network for families, and delivers a rich communications experience that helps families emotionally connect wherever they are.”

SquareHub’s founders are technology leaders as well as parents. They include Dave Cotter, former Amazon® general manager and AdXpose co-founder; Gilles Anquetil, co-founder and former CEO of MotionBridge and Apple alumnus; and Bruno Botnivik, co-founder and former CTO of MotionBridge and senior lead developer at Microsoft® Bing™ mobile.

SquareHub is supported by a premier group of investors that include Dawn Lepore, AOL board member; Jeff Wilke, senior vice president, Amazon; Rick Dalzell, AOL® board member; Sujal Patel, founder of Isilon Systems®; Geoff Entress; Ian Freed, vice president, Amazon Kindle™; Mike Galgon, co-founder of aQuantive; Mike George, vice president, Amazon App Store™; Brian Valentine, senior vice president, Amazon; Vinayak Hegde, vice president, Technology, Groupon®; Tomas Matos, former VP of Engineering at Expedia®, Steve Shure, vice president, Marketing, Amazon; Ed Yim, CEO of ClassifiedAds.com; and Cole Brodman, former chief marketing officer, T-Mobile USA.

“SquareHub is an exciting company and a great app, one that we use in our family,” says Dawn Lepore, AOL board member and investor in SquareHub. “There is great opportunity for a ‘family-centric’ approach to social networking.”

## About SquareHub

SquareHub, Inc. was founded in 2012 and is based in Kirkland, Washington. SquareHub’s mission is to help families spend more time connecting and less time coordinating. The SquareHub app was created to make family communication simple, safe and fun. The first version was released in May 2013 for all Apple iOS-based devices. In November 2013, the company released an updated version for Android-based smartphones and tablets.

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