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Scientific American New Free Mobile Offerings

PRESS RELEASE FROM NATURE PUBLISHING GROUP
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Scientific American is working with Google to feature content in Google Currents, their new Reader App for smartphones and tablets. Google Currents will include *Scientific American*'s Science Agenda and top news sections and a sampling of posts from the *Scientific American* blog network. In the coming weeks, *Scientific American* will release standalone *Scientific American* apps, featuring similar content, which will service Android devices, iPhone, iPad, and Blackberry devices.

"Throughout our 166 year history, we have strived to play an active role in facilitating innovation in addition to reporting on it," says Mariette DiChristina, Editor in Chief of *Scientific American*, the longest continuously published magazine in the U.S. "*Scientific American*'s goal is to make science content available to interested readers anytime, anywhere – no matter which device they choose to read it on. Our mobile site skin and the free news apps we will be releasing over the next few weeks are part of that commitment."

Scientific American has been featured on Yahoo Livestand since the personalized digital newsstand for iPad launched on 2 November. Through Livestand, *Scientific American* provides science news, blog items, 60-second Science podcasts and twitter feeds. These are syndicated in Livestand's science channel and news and politics channel. Both Google Currents and Yahoo's Livestand are ad-supported.

"Our customers have told us that the number one thing they want from *Scientific American* is access to our content through mobile devices. We are delighted to introduce these apps to meet our customers' needs, as well as provide new ways for our community to interact with us and with each other" says Wendy Elman, Vice President of Digital Solutions at *Scientific American*.

The new free mobile apps are the latest in a number of digital offerings from *Scientific American*. The magazine launched a mobile-optimized version of scientificamerican.com in November 2011 to improve the mobile browsing experience for users. The mobile optimized version of the site supports the iPhone, Android phones, Blackberry phones and all other smart-phones *Scientific American* and FSG launched the award-winning **Journey to the Exoplanets iPad paid app** in September 2011, an international #1 book app.

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About *Scientific American*

Scientific American is at the heart of Nature Publishing Group's consumer media division, meeting the needs of the general public. Founded in 1845, *Scientific American* is the oldest continuously published magazine in the US and the leading authoritative publication for science in the general media. Together with scientificamerican.com and 14 local language editions around the world it reaches more than 5 million consumers and scientists. Other titles include *Scientific American Mind* and *Spektrum der Wissenschaft* in Germany. For more information, please visit www.scientificamerican.com.

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