

Six Apart offers blogging anytime, anywhere – literally
Hosted blog service TypePad available on over 90% of smartphones including BlackBerry® and iPhone



Paris, France – 2 July 2008 – Six Apart has been pioneering the world of blogging since 2003, with its hosted service TypePad, enterprise-grade publishing software Movable Type and free personal blogging on Vox. Now, with the announcements of **native TypePad applications for BlackBerry® Curve™, BlackBerry® Pearl™** and the **Apple iPhone**, as well as **Blog It, an application that allows easy blogging across multiple platforms from an iPhone-based interface**, Six Apart is ringing in a new era of seamless blog publishing on-the-go.

"Blogging has evolved beyond online journaling to include many levels and means of social publishing. Mobile blogging is one such example that has been growing rapidly in popularity, and we are happy to be the only blogging solutions company covering over 90% of the mobile market," says Olivier Creiche, Vice President and General Manager of Six Apart EMEA.

TypePad Mobile clients for BlackBerry® and iPhone:

- a native application providing TypePad users with **a seamless and complete blogging experience**
- upload photos, create and publish content and save posts to publish later**
- download TypePad for BlackBerry® for **free on TypePad.fr**
- TypePad for iPhone will be **available shortly from iTunes or from the iPhone App Store**
- 11 July date set for global availability of the 3G iPhone**

Blog It for iPhone Powered By TypePad:

- for information about Blog It in French**, see <http://www.typepad.fr/fonctionnalites/blogit>
- no download required**, <http://blogit.typepad.com> in Safari is the simple way to use Blog It for iPhone (in English)
- available **free for all iPhone users on TypePad, Jaiku, Movable Type, Vox, LiveJournal, Blogger, WordPress, Twitter and Pownce, among others.**
- to use, **simply go to blogit.typepad.com** using the iPhone browser and click on "Add to Homescreen"
- works with OpenID** for easy sign in

TypePad Mobile for all mobile OS:

- free download of the TypePad Mobile for **Symbian Series 60, Palm and Windows Mobile** are **available from TypePad.fr**
- TypePad makes it easy to **blog via e-mail**
- anyone can **use TypePad on their mobile device by going to <http://m.typepad.com>**

Diversifying and democratizing offerings

Six Apart strives for openness and to participate in innovating the Internet as a whole, as seen in its dedication to products and projects such as TypePad AntiSpam (a free anti-spam service currently available to users of TypePad, Movable Type and WordPress), OpenID, Movable Type Open Source, OpenSocial and Blog It for Facebook (a Facebook application allowing users to publish on multiple platforms without leaving the Facebook interface). These efforts are now being extended to the mobile phone sector, with **Six Apart supporting over 90% of the smartphone market, including BlackBerry®, iPhone, Symbian Series 60, Windows Mobile and Palm.**

For more on our offerings on mobile devices, see <http://www.typepad.fr/fonctionnalites/mobilite>

About TypePad

TypePad is the award-winning hosted blogging service preferred by professionals, small businesses, and enthusiasts. TypePad provides a rich set of features for publishing, updating, and sharing information on the Web. No installation or configuration is required. TypePad blogs are fully hosted and managed by Six Apart. For a free TypePad trial account, please see <http://www.typepad.fr>.

About Six Apart

Six Apart Ltd. provides award-winning blogging software and services that change the way millions of individuals, organizations, and corporations connect and communicate across the world every day. Founded in 2002 by husband-and-wife team Ben Trott and Mena G. Trott, Six Apart is a global company with its headquarters in San Francisco, CA, and offices in Europe and Japan. The company continues to lead in the blogging and social media industry with the Movable Type publishing platform, the TypePad hosted blogging service, and Vox, a free blogging service for friends and families. For more information visit the Six Apart Europe website at <http://europe.sixapart.com>.

Press Contacts

Henrietta Yuki
Corporate Communications Manager, Six Apart EMEA
hyuki@sixapart.com