

PRESS RELEASE

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STELLER UNLOCKS THE POWER OF FACEBOOK INSTANT ARTICLES TO ALL USERS
iOS app unveils integration with Facebook's Instant Articles framework.

Woodside, CA -- Steller, the award-winning visual storytelling app for creating and sharing stories with photos, videos, and text, today announced that all its users can build and share stories as Facebook "Instant Articles", effective immediately.

Over the past few months, Steller has been working directly with Facebook and today unveiled a full-fledged integration with the world's largest social network that allows Steller stories to live as a Facebook-native content format. The benefits are that stories load instantly, videos auto play, and users have more opportunities for engagement, creating greater social lift for user stories.

"By integrating with Instant Articles, we allow our users to build amazing content on Facebook and provide them with functionality they can't get elsewhere" said VP of Marketing, Peter Denton. "This provides our users with the ability to deliver an incredible experience to their readers on Facebook, ultimately helping us to achieve our mission of being the best mobile-first, content-creation tool on the market."

African Wildlife Foundation, who has nearly 1M followers on Facebook, stated: "Steller has been a great addition to AWF's social media efforts. Our audiences are very visually-driven, and this platform is a perfect way to bring AWF's conservation efforts to life for readers. Sharing these stories via Instant Articles is a fantastic new development—it gives our followers a sleek and engaging experience, and really motivates them to share it with their own social networks" said Hannah Wilber, AWF's Digital Community and Engagement Associate.

Steller has attracted a community of top social influencers, bloggers, prominent brands, as well as everyday users. Over the past two years, the Steller platform has ushered in a new era of storytelling on mobile. Integration with Facebook's Instant Articles is the first step in a series of innovations Steller plans to roll out over 2016.

To see examples of Instant Articles produced by Steller partners, visit Steller's Facebook Fan Page on the Facebook mobile app at <http://facebook.com/stellerstories>

About Steller

Steller is visual storytelling reimagined for today's mobile-first world. From everyday moments to life's most enduring memories, Steller lets everyone capture and share their stories with expressive and elegant design, simply and conveniently on the iPhone and iPod Touch. Since launching in March 2014, the free iOS app has been featured as an "Editor's Choice" by Apple's App Store, is displayed on Apple devices in Apple retail stores globally, and named one of the Best Apps of 2014 by Apple.

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