

FEB 16, 2017

A Letter from Brand Mobiata to Mobiata Users: Coming in for our final landing

Dear Friends,

There is never an easy way to share disappointing news. So it is with great appreciation and respect for your many years of loyalty that we share the difficult decision we've made to sunset our FlightTrack 5 and FlightBoard apps.

For many of you, this isn't surprising news. We haven't provided much maintenance or improvements to either app over the past year. Regardless, you haven't faltered in letting us know how much you love the apps. Although this is sad news, our hope is that over the past eight years the apps have served you well during your many travels.

So why are we doing this? The travel market is a rapidly changing place and companies, big and small, must constantly be able to innovate in real-time and predict market trends. Recently, Expedia's mobile team conducted a critical assessment of the growing market demand for travel app products that offer one-stop shopping, itinerary management, and unique, customizable experiences.

Expedia, our parent company, is dedicated - as are we - to delivering this kind of mobile experience. To this end, we are bringing Mobiata's passion for combining beauty with technical excellence to the Expedia app. Our goal is to contribute to creating the most visually stunning and useful travel app in the world. Don't be surprised if you see a little bit of our FlightTrack and FlightBoard ingenuity appearing in the Expedia app down the road.

Going forward, what does this mean for you? While the Mobiata apps are still functional, they aren't working in top form. You will want to consider selecting another flight tracking app soon. We have set forth a timeline of events. Here are two important dates you need to know:

- As of February 16, 2017, purchases of our apps are no longer possible on the Google Play Store or the App Store.
- On March 1st, 2017, we will turn off our supporting servers, and the app will no longer receive flight updates, flight status notifications or be able to create and view shared flights using

share.mobiata.com.

We do want to honor your recent investments in our apps. From February 22 to March 21, 2017, we are offering users who purchased FlightTrack 5 or FlightBoard after August 1, 2016, a \$10 iTunes App Store or Google Play voucher per app (within 5-7 business days). However, you can submit your request now. Please send an email to 10voucher@mobiata.com and include the following:

- the name and country of the app store on which you purchased the apps (iTunes or Google Play)
- the email address associated with your account
- a screenshot of your dated receipt for each app purchased for verification

Note: To review your purchase history, click [Google Play](#) or [iTunes App Store](#).

Mobiata has come a long way since 2010 when we joined the Expedia family to build their first app. We look forward to the coming years and the innovation that we will continue to bring to the Expedia Mobile team. We have a commitment to technology and travel that is unsurpassed.

We can't express how much we have appreciated your love of and loyalty to Mobiata. Thank you for all your encouragement and the passion that you have shared with us. You gave a small team of dedicated people from QA to engineers to technical support the chance to delight you and help you travel the skies with ease. We are grateful.

Wishing you safe and happy travels always,
Mobiata