



JACKTHREADS LAUNCHES NEW, COMPLETELY REBUILT ANDROID APP ***Online Retailer Expects Mobile Sales to Increase by 350 Percent in 2013***

NEW YORK, NY (September 20, 2013) – Jackthreads is excited to announce the release of its newly rebuilt Android app. The men's online retailer has already seen incredible success on mobile, which currently accounts for two-thirds of total traffic and nearly half of sales. With the launch of the new app, the company projects that mobile revenue will grow by more than 350 percent over 2012.

Jackthreads had initially backed off investing further into its Android shopping experience after difficulty with device fragmentation, but decided to lean in after noticing the high engagement of users with Android devices (accounting for a third of mobile web revenue, with a 30 percent higher conversion rate than iPhone mobile web shoppers).

"For many of our users, their phones are their computers and with the volume of mobile engagement we're seeing, there's no reason that all of our mobile shoppers shouldn't have a first class experience," said Jackthreads' founder & CEO Jason Ross. "We've really invested into perfecting the new app, incorporating Google's design guidelines and I couldn't be more excited to finally release it to our Android members."

The app, which was designed and developed in collaboration with Two Toasters, will provide users with access to Android-only exclusive discounts, limited-edition collaborations and seasonally-themed shops. It is compatible with all Android devices and is available for free on the Google Play Store.

About Jackthreads:

Jackthreads is a men's online shopping and lifestyle destination that curates top-tier fashion brands and provides users with access to exclusive offers, limited-edition collaborations, seasonally themed shops and the best from today's up-and-coming designers. Jackthreads currently boasts over 4 million members and hosts over 1,000 brands.

About Two Toasters:

Two Toasters is a leading mobile product development firm which crafts iOS and Android applications for partner companies such as JackThreads, Airbnb, Simple and Zumba.