



THRILLIST LAUNCHES NEW, COMPLETELY REBUILT IPHONE APP

NEW YORK, NY (September 3, 2013) – Thrillist Media Group is excited to announce the release of Thrillist’s new, entirely recreated iPhone app, sponsored at launch by Acura MDX.

Incorporating the learnings surrounding the company’s success on Jackthreads mobile, which accounts for two-thirds of traffic and nearly half of sales for the men’s online retailer – the new Thrillist app is focused on personalization and simplicity, with the ultimate goal of servicing its users with actionable information about how they can make the most of every city. With a quarter of total web traffic already coming through the iPhone, Thrillist anticipates a surge in mobile growth surrounding the launch of the new native experience.

The app, which was designed and developed in-house, will feature editor-curated “best of” lists in all Thrillist markets – so wherever users go, they will be able to find the best things to eat, drink and do in that city (i.e. 24 Hours in New Orleans, Drink Like a Local in Montreal, Boston Lobster Roll Crawl, etc.). The new app also includes a “quick-find” feature that will pinpoint which “best of” spots are closest to the user.

“The new app is not an entirely comprehensive guide of every business in every city. We’re offering only the information that our users will actually need when on-the-go – i.e. what is the best, near you, in a wide variety of categories,” said Ben Lerer, co-founder and CEO of Thrillist Media Group. “We’ll be in 65-plus cities by the end of next year and so we’re focused on providing guys living in or visiting any of those cities with all they need, so they can spend less time planning and more time doing awesome stuff.”

Thrillist for iPhone is now available for free in the app store.

About Thrillist:

Thrillist.com is a leading men’s lifestyle brand, providing a no-B.S. take on the best in food, drink, and travel for millions of guys across the globe. Thrillist is part of the Thrillist Media Group, a digital media company also consisting of members-only shopping club JackThreads.com; and newly launched fashion, music and culture destination [The Crosby Press](http://TheCrosbyPress).