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**QRANK DEBUTS LIVE LOCATION-BASED FEATURE FOR PEOPLE TO PLAY
THEIR FRIENDS HEAD-TO-HEAD ANYWHERE, ANYTIME**

Any venue can instantly host live social games for one to 1,000 players

AUSTIN, TX, August 25, 2010 – Ricochet Labs today released a major 2.0 update to its popular iPhone social trivia game Qrank (pronounced “crank”). This update allows location-based head-to-head play in nearly any venue on Earth 24 hours per day. By visiting an established Qrank venue or by creating their own from within the app, users can match wits with everyone in their location.

Leapfrogging over mere check-in, Qrank 2.0 gives players a fun, compelling reason to share their location. Users can compete with anyone in their location, be it an intimate coffee shop or a sprawling music festival. New games start every 15 minutes, 24 hours per day. Leveraging GPS and cell networks and players’ smartphones, Qrank requires no special equipment or installation.

Content can be location-specific, as well, allowing venues to give their customers a custom Qrank experience. Playing Qrank in a movie theater, for example, challenges users with questions about the very film they’re about to see, whereas playing the same Qrank app in a baseball stadium presents sports quizzes about the home team. Even award badges can be customized to the location.

“We’re excited to push location to the next level,” said Rodney Gibbs, Ricochet Labs CEO. “Checking in can become a chore that quickly loses its luster. Infusing location with competitive, compelling entertainment and custom content, Qrank gives location real meaning.”

“Qrank has been a hit at our business,” said Joseph Strickland, owner of Home Slice Pizza. “Customers love the game and when they’re playing the whole dining room buzzes with competition between tables.”

To launch Qrank 2.0, Ricochet Labs asked its users to nominate their favorite local venues. Ricochet then activated the top 100 bars, coffee shops, theaters and even a laundromat around the U.S. are live Qrank venues where anyone can play.

Additional information on Qrank is available at getqrank.com and a video of 80 players going head-to-head in live Qrank matches is available here: bit.ly/QrankLive

About Qrank

Qrank is a location-based mobile service that helps businesses improve customer loyalty and social marketing. Qrank offers businesses, campaigns and brands the opportunity to engage and understand their customers in rich, location-specific ways. Qrank is developed by Ricochet Labs, an Austin, Texas company.

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