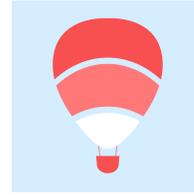


Ping Social

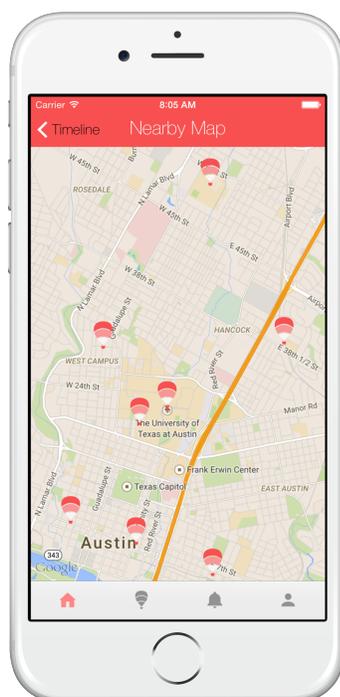


UT Students Create Company and Develop Cure For FOMO

Austin, TX — Ping Social LLC released Ping Social for iPhone® on April 1st 2015. Ping Social removes the clutter in planning events. Dinner plans will no longer die in massive group texts. Pick-up basketball does not require a Facebook event. Making plans has never been easier. It's about more than just having access to events. It's about taking control of your social life. Ping has unique features that make it easy to spend less time planning and more time doing.

Ping Social Features

- The timeline is your viewpoint for all the activities in your area. This aesthetically pleasing layout of events tells you when and where your friends are hanging out. If you want to know more about the event or see who is already going, simply click the “ping”. On the event screen, you can post messages and see who is attending.
- You are sitting at a coffee shop studying and want to take a study break. You can check the “Nearby Map” feature to see what events are happening in your vicinity. This map shows all published events in a 25-mile radius.
- Instead of just waiting to see what you're friends are going to plan, you can also take some initiative and create your own event. When creating a ping, you have the option to provide the start and end times, the location, and an event description.
- But now you decide that you do not want all of your friends to see the ping that you have created. You can set the event to “private”. In this scenario, only your friends that are specifically invited to the ping will see the event on their timeline.



The Origin

The last 15 minutes of weekly roommate meeting was dedicated to coming up with creative solutions to common college problems. This week's problem was the fear of missing out. How could we make students aware of everything that their friends were doing today, tomorrow, and the rest of the week? How could we cure this college disease? Armed with a massive whiteboard and seven roommates, ideas began to fly.

Once a concept was in place, the real work needed to begin. Will Ko and Winston Tri, the co-founders of Ping Social, made the decision to devote all of their time to developing the app. They were motivated by a vision to get people off their phones and in to the city. While current forms of social networking encourage online interaction, Ping seeks to facilitate real-world interactions. Creating a Ping is fast, simple, and specific. Whether you are trying to go downtown, eat lunch with your friends, or play a game of pick-up soccer, Ping makes getting together easy.

This process was not as glorious as movies may lead you to believe. No sleep and Red Bull would be the formula — until Winston found himself at the St. David's Emergency Room with a stomach ulcer. The app was literally taking a physical toll on the developers, but they refused to slow down. After months of dedication and hundreds of K-cups, the first version of the app was officially rolled out on April 1st, 2015. In just two weeks, the app had generated over a thousand users--thousands of college students that are done missing out and ready to step outside the screen.

For more information about Ping, please visit <http://www.ping-social.com>.
To download the app: goo.gl/zM4IAA

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