



## FOR IMMEDIATE RELEASE

### **BeFunky Moves Global Headquarters from Istanbul to San Francisco**

- Move demonstrates BeFunky's commitment to staying firmly entrenched in one of its largest and most active markets
- Launches interactive photo gallery and major product upgrade to give users more creative control and seamless editing experience across all platforms

**SAN FRANCISCO – September 04, 2012** - [BeFunky](#), the world's easiest and most powerful multi-platform photo editing application, today announced that it has relocated its headquarters from Istanbul to San Francisco. The move will help support the company's growth, deepen roots at the epicenter of its US-based community of users, and provide access to talent and numerous other resources necessary to maintain leadership and continue to deliver on its vision to provide the world's easiest and most powerful multi-platform photo editing application to customers.

With more than 5 million active monthly users and 50 million photos created each month, BeFunky has experienced significant growth in the last few years and continues to address the needs of the global market through improved technology and broader platform support. In a separate [press release](#) issued today, the company announced a major product upgrade, new editing features and an improved, interactive [BeFunky gallery](#).

BeFunky is the only application available across all platforms for both Apple and Android, and its newest release ensures that users have a seamless experience regardless of what device they are using. BeFunky runs on desktop, iOS, and Android smartphones and tablets, offering users a flexible and seamless photo editing experience whether at home or on-the-go.

Photo editing applications are becoming more and more popular due to the shift to digital imaging and the significant rise in the number of mobile devices being used for photography today. To address this growing need, BeFunky is delivering much more than just an app: It's a digital dream for users who want to get creative with their photos. BeFunky's photo editor arms users with simple but innovative tools that turn ordinary pictures into incredible works of art. With hundreds of easy-to-use features on its website and mobile devices that don't require technical knowledge, anything from simple adjustments to mind-bending effects are at the users' fingertips.

#### **Company Background**

BeFunky CEO and co-founder, Tekin Tatar holds an MBA from Sabanci University and more than 10 years of professional experience. Tekin has built his career around e-business, digital brand management and interactive advertising. Prior to starting BeFunky in 2007, Tekin wore many hats as the Business Development Manager of McCann Relationship Marketing Turkey, a leading multinational company focusing on digital brand management. His passion for digital media led him to establish the company BeFunky and a team that is dedicated to helping BeFunky become the world's most fun and easy-to-use photo app.

To date, BeFunky has raised \$1.6M in funding. To support its rapid growth, BeFunky also announced that Ali Kutay has joined its board of directors. Kutay is an angel investor and former

CEO of WebLogic and GoldenGate, both multi-billion dollar companies acquired by Oracle during his tenure.

### **Supporting Quotes**

“BeFunky has always been dedicated to building the most powerful photo editing application in the world. Our mission is to define the future of photo editing and bring easy-to-use professional photo editing to the masses. Our move to San Francisco will help us achieve this vision by giving us access to the talent and numerous other resources necessary to maintain leadership. It also underscores our commitment to staying firmly entrenched in one of our largest and most active markets.”

– Tekin Tatar, BeFunky CEO and Co-founder

### **Availability and Pricing**

The BeFunky photo-editing app is free for download in all app stores. Additional features and capabilities are available for purchase. BeFunky will support forthcoming versions of the iPhone and the iPad Mini. For more information, please visit [www.befunky.com](http://www.befunky.com).

**Tweet This:** @BeFunky Enters US Market to Become the World’s Most Powerful #Photo Editing #Application [bit.ly/PSsffO](http://bit.ly/PSsffO)

### **Supporting Resources**

- [BeFunky](#)
- [BeFunky Gallery](#)
- [BeFunky on Twitter](#)
- [BeFunky on Facebook](#)
- [BeFunky on YouTube](#)
- [BeFunky Press Kit](#)

### **About BeFunky**

Founded in 2007 by engineers and cartoonists with a unique desire to integrate art with technology, BeFunky's photo editor app for web and mobile provides a fun, easy-to-use, multiple platform tool letting you turn ordinary pictures into incredible works of art. With hundreds of features on the BeFunky website and mobile device application, anything from simple adjustments to mind-bending effects is at your fingertips, anytime, anywhere. BeFunky is more than just an app: It's a digital dream come true for people ready to get creative with their photos at home or on-the-go. With the BeFunky photo editor at your disposal, how far you take your creativity is completely up to you!

Headquartered in San Francisco, BeFunky currently has more than five million active monthly users from all over the globe. For more information, please visit [www.befunky.com](http://www.befunky.com).

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