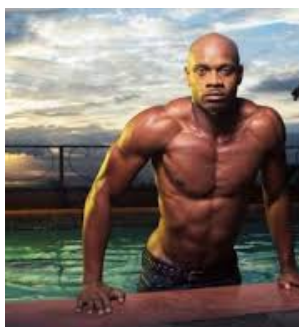


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## **ASAFA JOINS FORCES WITH FINNISH MOBILE MEDIA COMPANY**



**Kingston, Jamaica:— Jamaican sprinter Asafa Powell has partnered with Finnish mobile application development company UGmore to provide extensive and exclusive content on the company’s social media service Peek.**

Peek is a mobile social media platform for celebrities giving their fans and followers access to world-class and exclusive content—from the glitz and glamour of everyday stardom to the behind the scenes normalcy that rarely goes noticed.

Powell—an Olympic, World and Commonwealth gold medalist—is a former world 100m record holder and one of the fastest sprinters in sporting history. In fact, his personal best of 9.72 ushered Powell into record books as the fifth fastest man ever. He held the 100 m world record between June 2005 and May 2008, with times of 9.77 and 9.74 seconds.

Powell, who has broken the sub-10 barrier in the 100m more than 80 times, is the only Jamaican athlete to be featured on Peek.

“Being apart of the diverse line-up of public figures who use Peek is exciting to say the least. One of the things social media has done, and you’ve heard this many times before, is bring communities of people together. Peek represents the next level of interaction and sharing,” Powell said.

For its part, UGmore—co-founded by entertainment, web, mobile and games industry veterans—, says that Powell is a welcome addition to the stars already using Peek.

“I want to warmly welcome Asafa to our team of Stars. We hope that Peek can assist him in continuing both his remarkable track & field career and long-lasting, extensive charity work among the youth in Jamaica,” says UGmore CEO Toni Eurasto

Every day more than 500 million people follow approximately 50,000 celebrities and stars in social media. None of the stars are making any revenue directly from it. Peek will change this. In addition to this, fan products and services are a part of merchandising business that is forecasted to grow 2.6% to 20.6 Billion USD globally by the end of 2015 (PWC, Outlook of The Global Sports Market To 2015).

“Disrupting and re-shaping any industry is always more than interesting. Peek is the first mobile, or any social media, to connect athletes, rock bands, artists, actors, beneficiary organizations, communities and brands with their fans, and share the profits with those who are performing and producing the content,” said Eurasto.

“Peek’s revolutionary business logic is to provide fans with an exclusive interface connecting them directly with their favourite celebrities and presenting personal and exclusive content straight to their mobile devices. Peek is going to create new paradigms that will change the way the Stars engage with their fans forever,” he continued.

Any fan can download the application for free from Apple's App Store and Google's Android Marketplace, and start using following the Stars. Peek allows Stars to share messages, photos and videos with fans anytime anywhere, thanks to its unique platform—built to be truly mobile.

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