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NoteStream™ Partners with New Contributors to Expand App Content Categories

New Content Now Available on Free Mobile Learning App featuring authors *The Alcohol Professor*, *On The Racks*, *ATOD Magazine*, *The Hop Review*, *Ask Dr. Renee* and *Twenty Something Living*

ORANGE COUNTY, California – April 1, 2015 – NoteStream™, the innovative mobile learning app designed to enable users to find, enjoy and follow long-form articles and blogs easily on their mobile devices, today announced its partnership with expert contributors *The Alcohol Professor*, *On The Racks*, *ATOD Magazine*, *The Hop Review*, *Ask Dr. Renee* and *Twenty Something Living*. Through these collaborations, NoteStream will showcase content from each publication on the app’s user-friendly interface, allowing articles to be read immediately or to be downloaded and viewed at a later time, with or without a Wi-Fi connection.

Building on the success of NoteStream’s 2.0 update, a range of topics and stories from new authors and publications can now be found on the app. The content available discusses everything from global warming to the evolution of tequila; covers lessons on friendship, and important health news; a personal interview with photographer Bill Phelps , and how to add sparkle to your winter wardrobe—among many others.

“By welcoming such a diverse and talented group of authors to the NoteStream community, we’re giving readers access to a whole new library of content,” explains NoteStream CEO and Co-Founder Michelle Forsythe. “We know that our users have a wide range of interests, and we want to help them discover new passions while browsing the app. By expanding the categories available, our users can stretch their minds and find new interests they may not have come across otherwise.”

NoteStream invites users to browse through the app to read the latest stories from its new contributing authors, including:

- Ask Dr. Renee
 - Dr. Renee Matthews has appeared on a myriad of TV shows and written for prominent publications, discussing various health topics and offering advice. Dr. Renee earned her Medical Doctorate in 2005, and is a trusted health resource and speaker, educating and transforming the community toward optimal wellness. <http://askdrrenee.info/>
- The Alcohol Professor
 - Amanda Schuster is Senior Editor in Chief with The Alcohol Professor, an in-depth online magazine written by trade experts, that covers news, trends and advice on all things involving beer, wine and spirits (and various sub-categories like sake.) <https://www.alcoholprofessor.com/>
- The Hop Review
 - The Hop Review, run by four beer lovers in Chicago, showcases the best brewers, shop owners, distributors and brand managers in the area. <http://thehopreview.com/>

- ATOD Magazine
 - A Taste of Dawn was founded and created by writer, Dawn Garcia, in November 2010. The publication serves as a resource for those interested in wineries, restaurants, notes, venues, philanthropy and local hot spots. <http://atodmagazine.com/>
- On the Racks
 - On The Racks is a fashion and lifestyle blog authored by Laura Ellner. The site covers her simple pleasures of life, including food, booze, love and clothes. <http://www.ontheracks.com/>
- Twenty Something Living
 - Designed for the twenty-something American woman, this outlet covers healthy living, career advice, entertainment news, offers fashion and beauty tips and shares relatable and funny stories about everyday life. <http://twentysomethingliving.com/>

NoteStream offers authors an average article completion rate of 59%, compared to the average online completion rate of only 8-15%. Further reinforcing the efficacy of the NoteStream app platform, NoteStream users are reading content at roughly 300 words per minute, compared to the average online user skimming articles at 1,000 words per minute (Source: Nielsen Norman Group). These statistics combined show that NoteStream users are consuming content and finishing articles more than their online user counterparts who end up only skim-reading and, more often than not, dropping off long before reaching the end of an article.

The NoteStream app presents content known as “NoteStreams” in short, sequential, easy-to-read segments known as “Notes.” NoteStream’s contributors are carefully selected and identified as experts in their designated category. New and existing authors, without any monetary investment to leverage this mobile platform, will benefit from the recent 2.0 update through its app and web-based author profile. The author profile provides evidence of the author’s expertise and gives ownership and transparency to each NoteStream. Contributors are provided with metrics, including number of readers and time spent with their content. All NoteStream content remains the property of the author and is fully attributed with an author profile and credits. NoteStream is developing a native advertising program, and once implemented, authors will be eligible to receive a revenue share. In addition, for authors who rely on subscribers, NoteStream has the ability to add a paywall to ensure authors are not losing any revenue while still gaining new followers through the NoteStream platform. Individuals interested in contributing to NoteStream are invited to visit <http://www.notestream.com/authors/>.

For more information about NoteStream, please visit www.notestream.com. To download NoteStream version 2.0, please visit: www.notestream.com/app. Stay up-to-date on all things NoteStream by “liking” its Facebook page (www.facebook.com/NoteStream) and “following” it on Twitter (@NoteStreamInc).

About NoteStream™

NoteStream™ is an innovative mobile learning app that encourages personal growth and exploration through the presentation of enriching content in snackable form written by expert contributors on a wide range of topics. NoteStream was launched in 2014 by Michelle and Richard Forsythe who wanted to learn more about French wine but were underwhelmed with their options to do so. They decided to create a mobile solution where anyone could acquire credible information in the scattered moments of “dead time” found throughout the modern mobile lifestyle. Unlimited NoteStreams can be saved in a personal file box, are automatically picked up where the reader leaves off, and are easily shared. For more information, please visit <http://www.notestream.com>.