



PressRelease

For immediate release

Freelancer.com first outsourcing website to add iPad category

SYDNEY, January 28th 2010: Freelancer.com, the worlds top micro-outsourcing website today launched the first category dedicated to the building and development of Apple iPad applications.

Yesterday, Apple Computer launched the long awaited iPad tablet computer, which had the technology industry and consumers waiting with huge interest. The new format device is expected to spur a large and diverse industry of applications development with its cousin, the iPhone, now boasting over 140,000 applications in the AppStore.

iPhone application development quickly became one of the most popular categories on Freelancer.com and is the quickest, easiest and most cost effective way to get an application built.

“Since launching the category, thousands of iPhone applications have been developed through our site”, said Matt Barrie Chief Executive of Freelancer.com, “The launch of the iPad opens up the possibility for a new generation of applications. Freelancer.com will be at the forefront of this new era”.

Today the iPhone category has well over 100 active projects on any given day, with application development starting at USD\$200. Most iPhone projects are well under US\$2000.

“The availability of thousands developers from all over the world will allow application enthusiasts to become application developers”, Matt Barrie said. “Until now, you had to be a programmer or employ the services of an expensive agency to build an application. Now anyone with an idea can develop their iPhone or iPad ideas at a fraction of the cost.”

Approximately 550,000 jobs have been posted to date, for a sum of US\$50 million.

<http://www.freelancer.com>

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About Freelancer

Freelancer.com is a global marketplace for online and freelance jobs where businesses connect with independent service providers and freelancers to outsource their work. Freelancer.com connects over 1.4 million employers and freelancers globally. Through our website, employers can hire freelancers to do work in areas such as software, writing, data entry and design right through to engineering and the sciences, sales and marketing, and accounting & legal services. Freelancer is the leader in the micro-outsourcing market, with the average job size being under US\$200. This is extremely cost effective for small businesses, which often need a wide variety of jobs to be done, but cannot justify the expense of hiring full time.

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