

# Press Release

## FOR IMMEDIATE RELEASE

### Crowdsourced mobile app testing

## **PAY4BUGS HELPS DEVELOPERS FIND PILOTS FOR APPLE TESTFLIGHT, BREAKS CUSTOMER MILESTONES**

*HONG KONG (January 30, 2015)* - Pay4Bugs, a pioneer in crowdsourced software testing, today launches its new mobile app testing feature which includes full integration with Apple's TestFlight service. Developers can access the network of thousands of Pay4Bugs testers across the globe to test their pre-release iOS apps in "in the wild" before making their App Store debut.

Apple's App Store has been a huge money maker for developers, but the centralized distribution and approval process makes it very difficult and expensive for developers to distribute their apps to beta testers. "With the release of iOS 8 and TestFlight, Apple solved the problem of how to distribute apps to beta testers" says Larry Salibra, Founder and CEO of Pay4Bugs.

Pay4Bugs solves the rest of the problem: how to find beta testers and ensure they actually test your app and provide valuable feedback. Salibra says, "Pay4Bugs provides the test pilots to TestFlight your iOS app, ensuring every product launch is bug-free and successful."

For less than half the cost of an iPhone 6, Pay4Bugs gives developers a month of unlimited testing and includes fifteen standard bug reports. Businesses can immediately tap into a global pool of thousands of testers, equipped with all types of iOS devices, on a wide range of networks.

"Pay4Bugs has been hugely successful in helping our customers test websites and Android apps," says Salibra. "Now we offer the same power and value for iOS apps that help businesses deliver bug-free apps that stand out in the crowded App Store. We all reach for the stars, Pay4Bugs helps you get there, 5 stars, every time."

The self-funded company also crossed two growth milestones in the past month, acquiring its 1000th customer last month and completing more than one quarter of a million testing activities. "Unlike our high profile Silicon Valley-based peers, we believe organic growth provides the best value for our customers," says co-founder C.S. Hsia.

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