**Pearltrees announces Pearltrees 2.0, a radically more powerful Pearltrees.**

**Featuring a brand new visualization, Extended Drag and Drop, Full HTML5, and more…**

Paris France – May 22nd 2014. Pearltrees, the place for your interests, today announced the release of Pearltrees 2.0. This milestone release makes Pearltrees more powerful in every respect. The “Dynamic Grid” improves organization and sharing capabilities. “Extended Drag-and-Drop” lets people collect anything from anywhere in a dead simple way. Finally, this new Pearltrees is built in HTML5 making it faster, more open and more integrated into the web!

According to Patrice Lamothe, co-founder and CEO “Our objective with Pearltrees is to democratize the organization of digital information. With Pearltrees 1, we created a unique service that lets people organize, explore and share everything they like in a collaborative way. We’ve gathered a very active community of nearly 2 million contributors and more than 3 million users every month. With Pearltrees 2, our focus is to extend the power of Pearltrees to everyone by making collections simpler, more accessible and more shareable.”

5 major changes highlight this release that is taking place simultaneously across the Web, iOS and Android platforms. The innovations being introduced today include:

**1. “Dynamic Grid” – Stunning New Design**

The Dynamic Grid is Pearltrees new visualization format. It’s easy to read, immediately understood and simple to modify: perfect for organizing, exploring and sharing collections!

**2. “Extended Drag-and-Drop” – Easy and Powerful Manipulation**

Drag and drop works so well for organization we’ve extended it to things outside of Pearltrees. Grab things from anywhere – desktop, browser even within a document or web page – to add them to your account.

**3. An entirely redesigned discovery experience**

“Search”, “Related”, and “My Network” are now presented in our new format that puts great content right upfront. “My Interests” is brand new! It suggests interesting topics for you to explore at each visit.

**4. A Universal Experience across Desktop, Mobile and Tablet**

Whether on the Web or on mobile apps, Pearltrees provides the exact same experience. Organize, explore and share everything you like the same way, anywhere, anytime!

**5. “Full HTML5” – A Universal Service, Accessible Everywhere**

Rebuilt entirely in HTML5, the new Pearltrees is readable everywhere, open, and more integrated into Web standards. Pearltrees supports most common browsers as well as iPhone, iPad and most current Android devices.

Pearltrees 2 is available now on the Web, the AppStore and the Google Play Store.

**About Pearltrees:** Pearltrees is a place for your interests with nearly 2 million contributors, over 3 million monthly active users and more than 60 million items. In 2012, the company launched a 1.0 version and introduced their freemium business model that already generates significant revenue. Pearltrees has been featured multiple times by Apple, Google and Mozilla. Pearltrees apps on iOS and Android are consistently rated 5 stars and have been downloaded more than 1.5 million times. Pearltrees has raised 8 million EUR / 11.5 million USD from a group of international entrepreneurs and angel investors.

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