Mirror Football iPhone App Improved and Free

MirrorFootball.co.uk announced that it is launching an updated version of its popular iPhone football app, packed with new features to coincide with the start of the 2011/2012 football season. Best of all, football fans will be able to get the app for free across all of Apple's global App Stores to bring Mirror Football to even more football fans.

Building on the success of the MirrorFootball.co.uk website (3.8m unique users in June 2011.Source: ABC) the app allows users to personalise their homepage with a bookmark for their chosen Premier League club. It also offers extensive photo and video-led content, club-specific news and live match-trackers for minute-by- minute results, as well as new global fan blog content.

Giving fans instant access to a 24/7 news service wherever and whenever they want, the app features a wealth of exclusive daily opinion pieces from award-winning writers and football legends including Oliver Holt, transfer gossip expert Darren Lewis, Martin Lipton, Robbie Savage and Mark Lawrenson. Users can comment on articles and send them on to friends and publish to Twitter and Facebook. And something new for the 2011/2012 season is a series of global football fan blogs, so that fans can read analysis from Spanish, Italian, French, South American, MLS and Football League bloggers.

Key App Features
• FREE to download
• 24/7 breaking football news
• Personalise your homepage to your club
• Live up-to-the-minute match tracker
• Latest scores, results, fixtures and tables
• News & reports for all Premier League clubs
• Insights from award-winning columnists
• Real fans view from global bloggers
• Share stories with friends via Facebook and Twitter
• Videos of press conferences and interviews
• Read the top stories offline

Chris Ellis, Managing Director, Digital – Nationals Division, said: "We're really excited to be launching the updated Mirror Football App for the new season. As well as adding a whole new raft of content to cover foreign leagues, we've made the app totally free so that many more iPhone and iPod Touch fans will have real-time access to the latest football news, opinion, results and fun that MirrorFootball.co.uk is known for. We're also offering users more and more interactivity around video, social media and comments, making this the most compelling football app you can download."

Consumers can find the app on Apple's app store by searching for 'Mirror Football'; customers in the UK can also get it by texting FOOTBALL to 67800 or find the app on the Apple app store at http://bit.ly/mirrorfootballapp [1], plus a trailer showing the app can be viewed at http://youtu.be/egq42pHZLCA [2].

More information can be found at www.mirrorfootball.co.uk/mobile [3]

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