



## **SQUID News App launching in Ireland**

**STOCKHOLM - September, 2019 – SQUID App, the first personalized news app for Millennials available all over Europe, is now launching in YOUR COUNTRY. Users can now choose the topics they really care about, follow the latest news and creatively interact with the most exciting articles - all in one app.**

- SQUID is free and does not require registration
- More than 100 news categories and more than 20 000 sources
- Features for personalization such as choosing and sorting topics, saving articles and blocking sources

SQUID makes relevant news easily accessible and usable. The app offers a wide range of topics that users can choose from to create their own personalized and image-centered newsfeed. SQUID's algorithms collect, sort and prioritize news from the most exciting sources on the internet, enabling users to keep up with the most important and interesting events. At the same time, SQUID is driving traffic from the popular Millennial target group to the news sources.

*"We want to help younger generations rediscover news reading as a fun, valuable and engaging daily activity,"* says Johan Othelius, CEO and founder of SQUID App.

### **About SQUID:**

SQUID App is developed by Njuice AB, a media company based in Stockholm, Sweden. It is a fast-growing news media app targeting millennials in Europe and from now in Latin America. The company is growing its userbase with double digit percentages month on month. SQUID App is available for free in the UK, Italy, Poland, Spain, France, Netherlands, Russia, Sweden, Germany, Austria, Switzerland, Australia, Portugal, Argentina, Brazil, Chile, Colombia, Mexico, Peru, Greece, Finland, Norway, Denmark, Estonia, Latvia, Ireland, Romania, Czech Republic, Hungary, Bulgaria, Serbia, Slovakia, Croatia, Ukraine, Belarus, Turkey, Lithuania, Slovenia as well as an International English and Spanish version. The app has received very good consumer reviews in App Store, Google Play Store and Huawei AppGallery and very positive coverage in media in all markets where launched. Find more information on [www.squidapp.co](http://www.squidapp.co).

If you have any further questions or want to schedule an interview, do not hesitate to contact either Johan Othelius (CEO & Founder) or, Lotta Dinkelspiel (Editor in Chief).

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