

## **FHTML Launches New Markup Language for Rich Media at TechCrunch 50 2009**

### Solves Search Problem For Flash-Based Rich Internet Applications

SAN FRANCISCO--(BUSINESS WIRE)--Until now, web developers have had to choose between the beauty of Flash or the coding ease and search engine indexability of html. Today a new markup language, FluidHtml, launches, allowing programmers for the first time to deliver rich web functionality in easy to code HTML-like markup. FHTML, Inc., a programming language company enabling the expansion of rich internet applications, unveiled FluidHtml, its flagship product, at the TechCrunch 50 conference on Monday.

FluidHtml was selected from over 1,000 entries from more than 40 countries as one of the top 50 finalists in the TechCrunch 50 conference. Each year, the conference provides a platform for early-stage companies to launch their products to potential investors, fellow entrepreneurs, and the international media.

“We are honored to be recognized by TechCrunch, the most prestigious and sought after source of technology industry news and information,” said FHTML’s CEO, Michael Collette. “We are excited about being given the opportunity to present among other innovative startups and influential professionals, and we are proud to be part of this community of Internet entrepreneurs. This recognition further validates FluidHtml’s key position in the rich internet application marketplace.”

Until now, the development of rich Internet applications has been complex and the domain of a limited cadre of expensive developers. With FluidHtml, any web developer can produce innovative, striking websites. Additionally, leading programming languages used to create rich media do not work well with dynamic web content and are not search engine indexable. As a result, they are seldom used to create full websites or complex, server-generated applications. FluidHtml addresses the major shortcomings of its competitors to accommodate growing broad industry demand to extend rich media into more expansive and more advanced use.

### About FHTML

FHTML, Inc. is a programming language company that enables the expansion of rich internet applications. Founded by Jim Kremens, a leading Flash developer who grew who grew frustrated with standard rich media development practices, the company set out to solve many of the biggest problems in rich Internet applications development. His goal was to create an easy-to-code markup language that would allow programmers the ability to deliver rich web functionality.

FluidHtml, FHTML's flagship product, is a new language for developing rich, interactive web sites and web applications. FluidHtml dynamically generates "Flash-on-the-fly" and runs on 95% of the world's computers and browsers with no additional plug-ins, downloads or server-side dependencies. It's an easy-to-learn layout and animation tool that is inherently search engine indexable, supports 3D natively, can be dynamically generated from the server, and radically reduces total cost of ownership for the enterprise.

For more information about FHTML and FluidHtml, please visit [www.fluidhtml.com](http://www.fluidhtml.com)

### About TechCrunch50

Founded in 2007 by leading technology blog TechCrunch and entrepreneur Jason Calacanis, the TechCrunch50 conference provides a platform for early-stage, and frequently unfunded, companies to launch for the first time to the technology industry's most influential venture capitalists, corporations, angel investors, fellow entrepreneurs and international media. Companies are selected to participate exclusively on merit. TechCrunch50 is supported by corporate sponsors Google, Microsoft, MySpace and Yahoo! as well as venture capital firms including Sequoia Capital, Mayfield Fund, Clearstone Venture Partners, Charles River Ventures, Founders Fund and Fenwick & West.