

CooTek Introduces a Daily Step Competition Program into its Step Tracker App

MOUNTAIN VIEW, Calif., Jan. 7, 2019 /PRNewswire/ -- CooTek (NYSE: CTK), the developer of the popular pedometer app, Step Tracker, has introduced a new Daily 5,000 Steps Competition program into the app. With the integration of Daily 5,000 Steps Competition, Step Tracker is now an all-in-one platform where users can receive fitness-related content, interact with friends, and achieve personal fitness goals.

The Daily 5,000 Steps Competition allows users to not only challenge themselves to walk 5,000 steps every day, but also compete with other users around the world to earn bonuses. The bonuses can be used to redeem rewards or purchase Step Tracker's premium services. CooTek will add personalized health reports and professional fitness classes to Step Tracker's premium services in the near future.

Step Tracker provides free stretching exercises to warm-up, help prevent injuries and cramps, and run more efficiently. "Users like the exercises, so, we are planning to add more," commented Zeyang Liu, Step Tracker Product Manager. "We believe that users download Step Tracker to not only keep track of the number of steps they take, but to also live a healthier lifestyle. That's why we are trying to deliver more and more lifestyle-related content through the app."

About CooTek (Cayman) Inc.

CooTek is a fast-growing global mobile internet company. The mission of CooTek is to empower everyone to express themselves and enjoy relevant content seamlessly. The Company's user-centric and data-driven approach has enabled it to release appealing products to capture mobile internet users' ever-evolving content needs and helps it rapidly attract targeted users. Focusing on 5 verticals of fitness, news and short videos, healthcare, lifestyle and entertainment, CooTek has developed multiple rapidly growing content-rich portfolio apps with news feed to deliver relevant content.

Safe Harbor Statement

This press release contains forward-looking statements made under the "safe harbor" provisions of Section 21E of the Securities Exchange Act of 1934, as amended, and the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as "will," "expects," "anticipates," "future," "intends," "plans," "believes," "estimates," "confident" and similar statements. CooTek may also make written or oral forward-looking statements in its reports filed with or furnished to the U.S. Securities and Exchange Commission, in its annual report to shareholders, in press releases and other written materials and in oral statements made by its officers, directors or employees to third parties. Any statements that are not historical facts, including statements about CooTek's beliefs and expectations, are forward-looking statements that involve factors, risks and uncertainties that could cause actual results to differ materially from those in the forward-looking statements. Such factors and risks include, but not limited to the following: CooTek's mission and strategies; future business development, financial conditions and results of operations; the expected growth of the mobile internet industry and mobile advertising industry; the expected growth of mobile advertising; expectations regarding demand for and market acceptance of our products and services; competition in mobile application and advertising industry; and relevant government policies and regulations relating to the industry. Further information regarding these and other risks, uncertainties or factors is included in the Company's filings with the U.S. Securities and Exchange Commission. All information provided in this press release is current as of the date of the press release, and CooTek does not undertake any obligation to update such information, except as required under applicable law.

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