



In case you missed it, this went out late last week. We had great pickup in [TechCrunch](#), [VentureBeat](#) and [Xconomy](#), among others.

Media Alert

Vizibility Closes Over-Subscribed Round at \$1.3 Million

Personal Brand Management Innovator Continues to Gain Traction

New York, NY — August 25, 2011 — Vizibility (<http://www.vizibility.com>), announced today the closing of its follow-on seed round. Targeted for \$1M, the round generated significant investor interest, ultimately coming to a quick close at \$1.3M. The fast-growing company, which launched a proactive personal branding platform for individuals and companies [18] months ago, plans to use the funds to accelerate its integrations with nationally known partners, expand efforts to market its unique services and increase research and development to augment its growing IP portfolio.

Launchpad Venture Group of Boston led the round and was joined by additional investors from Boston Harbor Angels, New York Angels and TiE Angels as well as a number of independent investors from the Northeast and Europe. In addition to bringing in many new investors, this round included significant participation from earlier investors.

"Vizibility continues to build on its unique value proposition, adding affordable new ways for companies and individuals to manage their brands online," said Christopher Mirabile, Managing Director of Launchpad Venture Group and a member of Vizibility's Board of Directors. "Since the initial seed round, we've seen progress as the company has grown its user base, received patent and industry awards, partnered with top executive profile, online branding and professional services sites and launched an innovative mobile product with personal QR codes. We're proud to support James and his team."

Vizibility founder and Chief Executive Officer James Alexander was impressed with the investor enthusiasm that accompanied the follow-on seed round: "The latest round closed quickly and was oversubscribed, which demonstrates how much traction we've gained and illustrates our ability to generate investor excitement. We've got a great team in place and a business plan that is delivering compelling results. That, plus our two search innovation patents, is why we've been able to raise over \$2 million in capital thus far."

The latest patent was awarded earlier this month for a search innovation that manages Internet spiders and enables users to track when their Vizibility SearchMe™ button, link or mobile QR code is clicked or scanned. While the company delivers a range of products to individual users and companies, its services are primarily distributed as an integrated feature of social networking sites, including job search, online reputation management and executive profile hubs as well as dating sites. Partners include 6FigureJobs, AccountingJobsToday, BlueSteps, BragFolio, BrandYourself.com, Career Rocketeer, eBranding Me, MyLegal.com, Reach Personal Branding, RealMatch, RegisteredResume, SalesGravy.com, videoBIO and YouTern. For more information, please visit <http://www.vizibility.com>.

About Vizibility Inc.

Vizibility Inc. (<http://www.vizibility.com>) was founded in 2009 and is headquartered in Manhattan, NY. Vizibility™ delivers the world's first online identity management platform for individuals and companies. The

company's solution enables individuals to curate and share their online identities, including personalized Google search results, hand-picked professional profiles, contact information and more. The company's SearchMe™ buttons, links and QR codes can be shared easily and placed anywhere. Vizibility pioneered PreSearch™, a proactive strategy where businesses and individuals pre-select the information they want displayed in search results. The Vizibility platform is being integrated into professional and personal social networking sites where it adds innovative functionality and creates new revenue streams. Vizibility, Vizibility Meter, PreSearch, SpiderTrap and SearchMe are trademarks of Vizibility Inc. U.S. Patents 7,831,609 and 7,987,173. Other patents pending. Find us in Google at <http://vizibility.com/news>.

####

Media Contact:

Belinda Rooney

SSPR

(609) 750-9110

brooney@sspr.com

Copyright 2011 Vizibility Inc. All rights reserved.
Vizibility, PreSearch and SearchMe are trademarks of Vizibility Inc.
U.S. Patent 7,831,609. Additional Patents Pending.