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New World Angels leads Series A investments for VuPulse

NWA Invests \$0.6MM into VuPulse \$1.5MM Series A

BOCA RATON, FL (June 14, 2018) – New World Angels (NWA) (www.newworldangels.com), Florida’s premier structured angel investment group, announced today an investment in Boca Raton based VuPulse CO (www.vupulse.com). This is NWA’s fourth investments for the first half of 2018 bringing total NWA investments for the year to \$2.8 Million. NWA led a Series A Preferred Stock investment in VuPulse CO with \$587,500 in funding.

VuPulse, led by co-founders and Kevin Hill, CEO and Jeff Kreger, Chief Customer Success Officer, increases the effectiveness of digital advertising by creating Intelligent Hyperlinks that route each customer directly from the ad to the platform where the customer will most likely consume the product, no matter how many platforms. VuPulse is focusing initially on media and entertainment advertisements since today when a consumer sees an ad for a movie or TV show, the link in the ad will take them to the show’s website or another information only destination. The consumer then must navigate this site or do a google search to determine how they can view the offering. VuPulse’s proprietary Customer Data & Marketing Platform API, which it provides via a software as a service (SaaS), eliminates the extra steps and takes consumers directly to their home cable service provider. With one click it enables consumers to watch or record the advertised program simply and directly on their home device.

Commenting on the VuPulse investment, NWA president, Steve O’Hara noted, “Kevin Hill and Jeff Kreger’s 20 plus years of experience in the cable and content industry has provided them with unique insights on what consumers and advertisers want and need. We are delighted to be joining with Kevin and Jeff to build out VuPulse to the media and other industries.”

Kevin Hill added, “The guidance that NWA members provide in addition to their financial backing increases our expectations for success. NWA member David Moskowitz, who will join our board, brings many years of experience from the satellite and cable industries. Meanwhile, NWA president Steve O’Hara will also join our board bringing years of public company CEO experience to help us scale our business.”

VuPulse is the fourth investment for New World Angels in 2018, bring total first half of 2018 investment to over \$2.8 MM. In January, NWA invested \$1,325,000 in the \$10 Million Series B financing of Miami and Rhode Island based Clarke Industrial Engineering, after leading Clarke's Series A rounds. In February, NWA invested \$360,000 into Boca Raton Raw Shorts and \$557,500 into Gainesville and Atlanta based OB Medical.

About New World Angels:

New World Angels (NWA) (www.newworldangels.com) is a group of 65 accredited, private investors, operators and entrepreneurs dedicated to providing equity capital and guidance to early-stage entrepreneurial companies with a strong presence in Florida. Members of NWA have extensive experience in founding, building, and managing companies in a wide variety of industries. NWA members are involved in the entrepreneurial communities from Miami to Jupiter on Florida's east coast and from Naples to Tampa on Florida's west coast. Since 2014, NWA has invested \$17.0MM in growing US and international companies that either are based in Florida or have a strong presence in the state. In addition to providing funding, NWA members make their expertise and resource networks available to portfolio companies to facilitate a company's growth.

About VuPulse CO

VuPulse CO was founded by former Comcast executive Kevin Hill and his business partner Jeff Kreger. VuPulse's proprietary Customer Data & Marketing Platform creates Intelligent Links for digital ads. After a customer clicks an ad, these links route each customer directly to the platform where they will most likely consume, no matter how many platforms. VuPulse does this based on the customer's past preferences, technological indicators or the marketer's strategy. By using proprietary algorithms and databases, VuPulse increases ad effectiveness by 10X for by making it easier for the consumer to take the promoted action. Focusing initially on the media and publishing markets VuPulse has quadrupled monthly recurring revenue already since the start of 2018 and has relationships already established with multiple networks and studios.

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