

Editorial Contact:

Stacey Schneider
Silicon Spark
Tel: 415-867-1606
Stacey@siliconspark.com

Loopfuse Closes \$1.4 Million in Series A Funding, Lands New CEO**Demand for New Breed of Analytical Sales and Marketing Tools Skyrocketing for Today's Value-Driven Marketing Departments**

ATLANTA, GA, February 12, 2009 – [LoopFuse, Inc.](#), the leader in sales and marketing automation today announced that it has secured \$1.4 million in Series A venture capital funding led by [True Ventures](#) that will help the company expand quickly to meet growing customer demand. The company is also announcing the addition of Sean Dwyer as CEO, to provide executive leadership and to guide the company through rapid expansion. Since early 2008, fueled by increased pressure for marketers and sales executives to prioritize and convert high volumes of web leads to enterprise level sales, demand for the company's flagship software service, OneView™, has increased 500 percent.

"Creating a profitable and scalable business today requires a clear focus on generating, managing, and closing qualified leads. LoopFuse has successfully built a SaaS solution that makes marketing measurable and ROI driven and is extraordinarily powerful, low cost, and easy to use," said John Burke, general partner at True Ventures. "We were especially impressed by how their customers evangelized for them, describing LoopFuse as "addictive," "critical," and "essential" for their businesses – statements that are all the more important during these challenging economic times."

The funding will enable LoopFuse to aggressively expand its product portfolio and field operations to keep pace with rapid adoption of its OneView™ software service. Key to this expansion is the addition of Sean Dwyer as CEO. Dwyer brings a stellar record in business expansion and customer focus from his previous experience at market leaders like XAware, S1 Corp and BEA Systems (acquired by Oracle).

"LoopFuse is the first software product that successfully closes the loop between prospects, the website, marketing and sales." said Dwyer. "LoopFuse is an early leader and is disrupting the entire market. I am excited to be part of this groundshift in the market and to work with a stand-out team and partner like True Ventures."

LoopFuse is widely used by many fast-growing businesses to quickly automate the process of analyzing large volumes of marketing information collected on web sites and email campaigns. Companies such as Hyperic, Zimbra (a Yahoo! Company), OpenSpan, and SpringSource, all use LoopFuse OneView™ to manage thousands of web site inquiries and visits each day from hundreds of thousands of users of their products and services. For a free trial of LoopFuse OneView™, visit <http://www.loopfuse.com>.

About LoopFuse

Headquartered in Atlanta, Georgia, LoopFuse is the company behind the industry leading sales and marketing automation solution, LoopFuse OneView™. LoopFuse provides the only full-featured sales and marketing automation suite built for the new breed of analytical marketer, which combines easy implementation with affordable pricing. LoopFuse's world class team of professionals is experienced in all aspects of B2B and B2C marketing, with seasoned executives

from Red Hat, JBoss, S1 Corporation and Oracle. LoopFuse is a private company funded by True Ventures. For more information on LoopFuse please visit, <http://www.loopfuse.com>.

About True Ventures

Based in the Silicon Valley, with offices in Palo Alto, CA, San Francisco, CA and Great Falls, VA, True Ventures invests in promising entrepreneurs at the earliest stages in the highest-growth segments of the technology market. The partners at True Ventures have started over ten companies as founders, and the venture firm is designed by entrepreneurs, for entrepreneurs. The firm clearly understands both opportunities and challenges in the earliest stage of development and provides young companies with a powerful, seasoned partner. True Ventures has raised two venture capital funds to date and manages \$375 million in limited partner capital. For more information, please visit www.trueventures.com.

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