



SohoOS Secures \$8 Million in Funding Led by Morgenthaler to Expand its Revolutionary Small Business Platform

SAN FRANCISCO, Jan. 10, 2012. SohoOS announced today that it has secured an additional \$8 million investment to expand its revolutionary small business platform. The investment was led by Mark Goines, a partner at Morgenthaler Ventures. This Series B round brings SohoOS's total funding to \$10.5 million.

"I have been focused on the small business space for decades, and believe the global market for Web-based tools for small businesses is one of the largest in the world," said Mark Goines, partner at Morgenthaler Ventures. "We are pleased to join Mangrove Capital Partners and be the first US-based investor in SohoOS, which has a model that is frictionless and will scale rapidly. Incidentally, SohoOS is Morgenthaler's second investment in an Israeli company in the last year, as the firm extends its support of global innovation aimed at the US market."

Founded in 2010, SohoOS allows users to manage all aspects of their small business on a single platform and offers all the primary tools needed to help their business grow and succeed. The company aims to create a unique ecosystem to empower small businesses in today's corporate-dominated world.

SohoOS offers a user friendly solution for business management in a distinct platform environment that affords users unparalleled business interactivity with their partners, suppliers and customers, while providing leverage into a virtual enterprise. Users can request payment for their services and sales faster than ever and also access the SohoOS mobile app to conduct business from the palm of their hand. The new funding will enable SohoOS to open its HQ and product center in San Francisco due to its exponential growth of US users.

The funding announcement is followed by last month's release of SohoOS v 2.0, a completely new consumer-oriented approach to small business management. The new version contains new features such as a dedicated business page, comprehensive contact pages to sort invoices, estimates and templates, more storage and expanded contact management. As always, SohoOS' core services are 100% free, and will remain so forever.

The free service has grown to more than 600,000 registered businesses around the world in less than 8 months.

"We are thrilled to have Morgenthaler & Mark Goines join us, Mangrove and our partners in our efforts to revolutionize the small business market by establishing a new global micro-economy," said CEO and Co-Founder Ron Daniel.

Michael Jackson from Mangrove Capital Partners and former COO of Skype notes, 'Mangrove is delighted to continue to support SohoOS in their efforts to develop the leading Free Small Business Management system. "Small businesses are the underpinning of the business world, yet they are very poorly served today with simple yet powerful products that can minimize the time they waste on administrative matters. Mangrove Capital's continued attention to early stage Israeli businesses looking for capital outside the Israeli market continues to bear fruit. We are sure that the addition of Morgenthaler with Partner Mark Goines, former head of Intuit's consumer tax business, to the board will further enhance the success of the company."

About SohoOS

SohoOS was founded in 2010 by a group of passionate people with a desire to shift the benefits of globalization in favor of everyone, everywhere. SohoOS is a free online management and business environment serving small and micro businesses. SohoOS is the only environment in the world which allows users to conduct business interoperability with their partners, suppliers and customers, while leveraging them into a virtual enterprise. Their target audiences are small and micro businesses.

Using SohoOS, small and micro businesses can manage their contacts, clients, vendors and leads from one central location with an easy-to-use interface. Users can perform every action directly from their SohoOS contact list, get paid via multiple payment methods such as credit cards and PayPal, make local & international calls, send FAX and SMS, conduct mass email campaigns, as well as video & audio conference calls, manage inventory and more. SohoOS puts everything that you need to succeed directly at your fingertips so your business can grow and thrive effortlessly. Free of charge, both on the web and on mobile.

About Morgenthaler Ventures

Morgenthaler Ventures is a premier venture capital firm, dedicated to helping entrepreneurs build valuable companies for more than 40 years. It currently has \$3 billion under management, including \$400 million in its ninth fund. Morgenthaler has invested in approximately 300 companies in the information technology and life science sectors. Representative portfolio companies in the IT space include: Evernote, NexTag, Siri, Lending Club, Practice Fusion, Socrata, Nominum, JasperSoft, MuleSource, Peregrine Semiconductor, Cortina, Nuance Communications, Apple and NEXTEL. The firm's IT Team is focused on early-stage investments and is headquartered in Menlo Park, CA. www.morgenthaler.com/ventures.

About Mark Goines

Goines is a partner at Morgenthaler Ventures. He has an extensive track record of working successfully with high growth companies as an entrepreneur, executive and angel investor. Exits from his angel investments include Mint, Baby Center, PayCycle and Nolo.com. Goines was also an angel investor in Morgenthaler investments Pageonce and Practice Fusion, and currently represents Morgenthaler on Practice Fusion's board. He also led the firm's investment in Fundly (a social fundraising platform) and serves on the Fundly board. As partner, Goines focuses on investments in the areas of financial technology, mobile, consumer and small business Internet services.

Goines helped build and ran Intuit's Consumer Tax business (TurboTax). He also served as senior vice president of Intuit's International Division, managing businesses on every continent,

creating new products, acquiring companies and building partnerships. He then served as general manager of Intuit's Consumer Division, serving 15 million customers across a broad range of software and e-commerce services. Prior to Intuit, Goines held executive positions at Wells Fargo and Charles Schwab, where he developed and marketed early-stage banking, software and electronic services that formed the foundation of today's online trading industry.

Goines became an active investor and entrepreneur in 2000. He was an investor and board member at Mint, a consumer online financial management company that was sold to Intuit in 2009. He was also an investor and board member in NOLO.com, a self-help law service that was sold to Internet Brands in 2011. Goines co-founded and became chief marketing officer at PassMark Security, which was sold to RSA in 2006. He also invested in WePay (payments), BillFloat (lending) and Cozi (family organization).

About Mangrove Capital Partners

Mangrove Capital Partners (www.mangrove-vc.com) looks to invest in passionate entrepreneurs who want to build world-changing companies. Mangrove invests early, often before the product launch, and want to be the partner of choice for innovators seeking financial partners.

Mangrove Capital Partners has more than \$ 500 million under management and has invested in more than 50 companies such as Wix, Skype, Seatwave, Brands4friends, Rdio, Nimbuzz, KupiVip, Spreets, Dialcom, Oktogo, Bettymovil, and Lumension. Mangrove has had the privilege of being the first investor in Skype, which was sold to Ebay for € 3.1 billion in 2005. In 2010, Brands4Friends was sold to Ebay and Spreets to Yahoo.