



SCVNGR ANNOUNCES \$4MM FINANCING LED BY GOOGLE VENTURES & AGGRESSIVE EXPANSION PLANS

Boston startup plans to grow internationally and double its workforce as Google Venture's Rich Miner joins the board

BOSTON, MA (Jan 11th, 2010) – SCVNGR, an innovative geo-gaming startup, has announced a \$4MM Series B financing led by Google Ventures. Highland Capital Partners, a previous investor in the company, also participated in the round. Rich Miner, co-founder of Android and a partner at Google Ventures, will be joining SCVNGR's board of directors along with Joe Kraus, founder of JotSpot (which sold to Google in 2006) as a board observer.

The company plans to use this new round of financing to execute an aggressive international expansion plan, double the company in size by growing from 20 to 40 full time employees and invest in several additions to the current product.

As part of these plans, SCVNGR is also hiring rockstar Ruby on Rails, iPhone and Android developers. Interested applicants should solve the following riddle for further instructions:

Begin on the line below (*include spaces*): {1:11, 1:42, 2:26, 4:27, 5:32, 8:40, 10:76, (12:88) - $e^{\pi i}$, 8:51, 6:24, 1:13, 2:40, $\frac{12:43}{2}$ }

"SCVNGR's brilliant team has produced an innovative mobile product that turns the world around you into a live game-board for fun and exploration" said Rich Miner, Partner at Google Ventures. "We're excited to be able to work with them as they continue to pursue ambitious goals at this intersection of mobile and location that will only become more important and valuable in the future."

New features launching soon include an augmented reality layer to enhance the game-play experience. Players will be able to use their devices camera as a real-world viewer to see virtual data and markers overlaid onto the real-world. Builders of these geogames will soon be able to embed text, pictures, guiding arrows, videos and more without needing any tech skills.

Other additions will include the ability for game-builders to sell their games and a public API for developers to create their own client applications that make use of the SCVNGR geo-aware game-dynamics engine.

With this recent financing, SCVNGR is planning to open operations in Europe/Israel in the late spring, Japan/Korea in the early summer and China in the early fall of 2010.

Over the last year, SCVNGR has grown from 8 clients in 3 states to over 350 clients in 45 states and seven countries, with thousands of individual game-builders using the technology to create sophisticated location-based mobile experiences. The company has broken \$1MM in revenue in their first year with a 91% client repeat rate.

About SCVNGR

SCVNGR (www.scvngR.com) is a location-based mobile gaming platform that enables institutions and individuals to quickly and easily build sophisticated location-based mobile games, tours and interactive experiences that can be played for free from any mobile phone via iPhone App, Android App, Mobile Web or SMS. For more information, visit www.scvngR.com/about

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