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## 1020 Placecast raises another \$3 million

March 23, 2010 5:15 PM ET

Patrick Hoge



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1020 Placecast Inc., which targets mobile devices with advertising from nearby stores, has raised an additional \$3 million in Series B funding from

current investors Quatrex Capital, ONSET Ventures and Voyager Capital.

The San Francisco-New York company in November had already announced that it raised \$5 million in Series B funding.

1020 Placecast's ShopAlerts service sends offers to people who have subscribed their mobile devices using location-triggered mobile messages that are activated when consumers enter "geo-fences," which can be created around any physical location.

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