

## **Everypoint Secures \$10 Million in Second Round Funding; Unveils New Class of Mobile Infotainment Applications**

*Company Poised for Aggressive Growth in \$112 Billion Global Mobile Data/Services Market*

**March 14, 2006 – BOSTON, MA** – Everypoint, pioneering a new class of mobile applications for the world's premier content providers, today announced that it has secured \$10 million in a second round of funding led by Venrock Associates. Existing investors Prism Venture Partners and TD Capital Ventures also participated in the round.

“We are working with some of the world's leading content providers to deliver dynamic mobile applications to sports enthusiasts around the globe,” said Everypoint CEO Evan Schumacher. “Through our innovative approach to application development and delivery, we are redefining how consumers interact with their hand-held devices, providing better access to large amounts of real-time content with superior graphics at a fraction of the cost. We are already seeing strong demand for these applications across multiple markets worldwide.”

With an estimated 2 billion mobile phone users worldwide ready to embrace mobile infotainment solutions in the coming years, Everypoint is enabling global content providers and carriers to deliver instantaneous, automatically refreshed content directly to consumers' mobile phones. These companies leverage Everypoint's breakthrough, push-based platform to foster long-term, real-time communications channels to their mobile consumers.

“Everypoint's advanced platform has the potential to foster mass adoption of real-time sports applications for the first time in mobile history,” said Mike Tyrrell, General Partner of Venrock Associates. “Their technology platform will transform the end-user experience, while providing global carriers and marketers with powerful new ways to communicate with consumers, build brand awareness, and generate new revenue streams.”

“Mobile entertainment is, without a doubt, the future of the phone,” said Seamus McAteer, chief product architect and senior analyst, M:Metrics. “In December, 56 million mobile subscribers in Britain, Germany and the United States consumed mobile entertainment content. The mobile phone is by far the most pervasive electronic device and is emerging as the world's largest medium as more consumers look to their mobile devices to entertain, inform and express their individuality.”

Everypoint overcomes key barriers inherent in other mobile applications – such as low-resolution graphics, slow ‘click-and-wait’ response and limited functionality. Consumers download Everypoint applications directly onto their mobile phones, and content is pushed to them on a continuous basis via the company's proprietary and powerful content delivery engine. Superior graphics capabilities, and a proprietary vector graphics engine ensure content is delivered with crisp, vivid graphical images unmatched in the mobile market. The company's proprietary Rapid Application Development (RAD) process ensures

applications are scalable and easily updated with new features ‘on the fly,’ lowering costs for content providers, and ultimately, billions of consumers.

Everypoint’s dynamic sports applications include live commentary direct from the stadium, providing mobile users with a true play-by-play experience – one that includes fixtures, results and team stats, all updated in real-time and automatically refreshed.

### **About Everypoint**

Everypoint creates mobile infotainment applications for content providers and carriers around the globe. With an initial focus on the sports market, Everypoint enables companies to establish and maintain valuable mobile relationships with their consumers. For the first time in mobile history, real-time, dynamic, mobile applications are combined with superior graphics, instantaneous content and an easy-to-use interface. Everypoint is headquartered in Boston, MA.

For more information, visit [www.everypoint.com](http://www.everypoint.com).

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#### **Media Contacts:**

*Europe:*

*Gary Marshall*

*Companycare Communications*

*Tel. +44 (0)118 939 5900*

*E. [garym@companycare.com](mailto:garym@companycare.com)*

*U.S.:*

*Amanda Mountain*

*MRA*

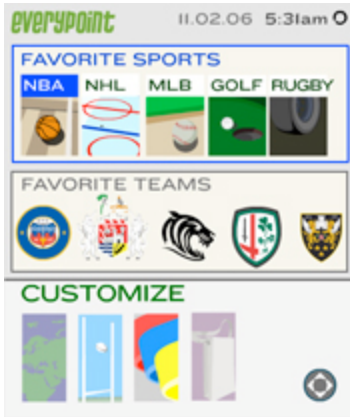
*tel 315 233 3000*

*fax 315 233 4000*

*e: [AmandaM@mragroup.com](mailto:AmandaM@mragroup.com)*

## Screen shots:

Mobile Sports Portal:



Football (Soccer) Screenshot:



World Cup Application (Start-Up Screen):

