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Business Wire

May 25, 1999, Tuesday

DISTRIBUTION: Business Editors/High Tech Writers

LENGTH: 844 words

HEADLINE: VerticalOne Corporation to Offer Internet Users One-stop for Managing Online Personal Content and Account Information

DATELINE: ATLANTA, Ga.

BODY:

May 25, 1999-- Company Raises Over \$ 12 Million in Financing to Take Internet Personalization to the Next Level

VerticalOne(SM) Corporation, a company providing the next generation of personalization services on the Internet, today announced that it has raised over \$ 12 million in funding from Flatiron Partners, Chase Capital Partners, Kinetic Ventures (formerly Arete Ventures), TTC Ventures and other investors.

The financing will support VerticalOne's initiative to continue building the information infrastructure that will empower Internet destination sites and portals to offer their online customers a single, point-of-access to bank statements, credit card balances, household bills, travel rewards programs, healthcare and insurance information, and a wide variety of other personal account information.

"Today's destination sites and portals are always looking for new ways to drive customer loyalty," said Jill Frankle, program manager, Internet and eCommerce Strategies at International Data Corporation (IDC). "By consolidating personal account information online and making it accessible in one place, VerticalOne is offering a unique, innovative solution that will not only drive traffic to these sites, but increase customer retention as well."

VerticalOne is taking Internet personalization beyond the customization of generic content enabled by today's portals to the next hyper-growth segment of the Internet, management of personal content unique to each individual Internet user. VerticalOne's solution will benefit consumers by saving them the time and hassle of having to tap into the multiple websites of various companies such as banks, credit card companies, bill presenters, and other established companies with whom customers have ongoing relationships. VerticalOne will provide a single, easy-to-use "snapshot" of all personal account information.

"By providing sites and their users with a single point of access to all of their account information across the Internet, VerticalOne is well positioned to become the leading provider of personal information services," said Seth Goldstein, Principal at lead investor Flatiron Partners and head of their \$ 50M Pervasive Computing initiative. "We are

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VerticalOne Corporation to Offer Internet Users One-stop for Managing Online Personal Content and Account
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excited about the opportunity to leverage the VerticalOne platform across multiple web sites and Internet devices until it becomes a convenient utility for their Internet-enabled lifestyle."

With an experienced management team and backed by a board of directors and advisors well-known in the industry, VerticalOne was started in 1998 by Gregg Freishtat, a former senior executive from Premiere Technologies (NASDAQ: PTEK). Other members of VerticalOne's founding management team, directors and advisors joined from such leading technology companies as MCIWorldCom, Pretty Good Privacy, Sun Microsystems, BellSouth.net, Internet Security Systems, Citibank, Lexis-Nexis, Peachtree Software, Infoseek, and RelevantKnowledge.

"We've seen the Internet evolve through various stages over the past few years, beginning with simple access and quickly moving to search engines, content, and most recently portals. Management of a consumer's personal content is the next logical development in the emerging digital economy and the support of top-shelf venture capitalists and well-known distribution partners positions the company to be the dominant provider of consolidated personal account information," said Gregg Freishtat, chairman and CEO of VerticalOne. "VerticalOne's solution will not only benefit consumers by helping them to organize and access all of their personal account information online, but it will also be of value to portals and destination sites looking for ways to increase the frequency, duration and quality of their customers' site visits."

About VerticalOne Corporation

VerticalOne Corporation, a privately held company based in Atlanta, was founded in 1998 to enable the next generation of Internet content personalization services for consumers. More information about the company can be obtained from the World Wide Web at <http://www.verticalone.com>, by email to marketing@verticalone.com or by calling (678) 443-7900.

CONTACT: VerticalOne, Atlanta
Sandra Dunn, 678/443-7890
sdunn@verticalone.com
or
Merritt Group, Herndon
Alisa Valudes, 703/435-6000, x115
valudes@merrittgrp.com

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