



**FOR IMMEDIATE RELEASE**

## **mSnap Announces Venture Financing from Partech International**

*The Leading Provider of Text Messaging Solutions to Broadcasters Will Use Funding to Accelerate Development*

**SAN DIEGO — (June 13, 2006)** — mSnap, Inc., a leading provider of programming tools and text messaging services for the radio industry, today announced that it has closed a venture round with Partech International, a leading Silicon Valley venture capital firm that invests in entrepreneurial teams throughout the information technology market spectrum.

"Partech is a logical investor for us, and we are thrilled to be working with them. Their participation validates mSnap's leading role in text messaging for broadcasters and the prospects for our continued success and future growth," said Martin Kristiseter, founder and CEO of mSnap, Inc. "We have received a very warm welcome by the radio industry, and we're currently working with almost two hundred leading radio stations across the country. This investment will help accelerate our progress so we can bring our vision to market much more quickly."

The funding will be used to accelerate the development process of mSnap's affiliate network, product suite, as well as to expand overall marketing and business development efforts. Early funding for mSnap was provided by Josh Kopelman and Howard Morgan's First Round Capital in December 2005.

"mSnap is poised to continue its leading role in mobile marketing for broadcasters with a strong founding team, a dominant market footprint and innovative technology," said Vincent Worms, co-founder and managing partner of Partech International. "We are excited to contribute to mSnap's growth and look forward to helping the company realize its full potential."

### **About mSnap, Inc**

mSnap delivers a free programming tool for radio stations to boost ratings and revenues via text messaging and mobile content. mSnap's Radio Platform allows stations to launch sweepstakes, trivia contests, votes, chat, clubs, and much more on the fly or in advance. Through its national ad-network, mSnap maximizes station revenues by channeling advertisers to its affiliates. mSnap's programming support department is exceptional with its extensive radio experience and assists in daily programming ideas and campaign creations. For more information, visit: <http://www.msnapinc.com>.

### **About Partech International**

Founded in 1982, Partech International is a leading global venture capital firm with \$850M under management and offices in the U.S., Europe and Israel. Partech invests exclusively in Information Technology and the firm's internationally integrated team of investing partners work together closely to find the most innovative companies demonstrating high return potential and disruptive technologies in the Software & Internet, Communications & Components and Healthcare IT sectors. Partech has a unique 20+ year track record assisting its portfolio companies to become global market leaders. To learn more, visit [www.partechvc.com](http://www.partechvc.com).

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