
TREEMO SECURES \$2.55 MILLION IN SERIES A-1 FUNDING LED BY JK&B CAPITAL

Creator of Real-Time Social Media Publishing Platform Strengthens Technology Development and Expands Marketing Reach with Resources from a Leading Venture Capital Firm

Seattle – October 17, 2007 – Treemo (www.treemo.com), the real-time social media publishing platform dedicated to sharing any type of media, anytime, anywhere, today announced that it has secured \$2.55 million in Series A-1 investment. The investment was completed with Chicago-based venture capital firm JK&B Capital (www.jkbcapital.com), which specializes in investments in software, IT, and communication markets. Treemo also announced the addition of Tasha Seitz, partner at JK&B Capital, to its board of directors.

“Demand for the company’s platform solution is positioning Treemo to rapidly emerge as the leading provider of unique social media applications within a crowded space,” said Tasha Seitz, Partner, JK&B Capital. “The company’s seasoned executive team and proven strategy demonstrate a keen differentiation that aligns well with our portfolio companies. JK&B Capital’s financial support is a strong validation of the company’s pioneering vision and outstanding potential.”

This funding follows initial investment from an impressive list of angel investors which helped launch the company in September 2006: Brett Brewer, Intermix/MySpace® co-founder and AdKnowledge president, Geoff Entress, Principal at Madrona Venture Group, Brian Hill, former Mobliss® COO and President of Sound Leasing Corporation, Jim Judson, Senior Partner at Davis Wright Tremaine LLP, and Colin Wong, Founder and President of Prosperati. Brett Brewer is a member of Treemo’s board of directors.

Treemo will use the funds to continue to expand the development of its proprietary platform and to broaden its market reach to attract mobile carriers and top tier media and entertainment partners. “This strategic

investment validates our focus on pioneering new social media applications on our platform such as citizen journalism and building communities around emerging and established musicians and artists," said Brent Brookler, CEO of Treemo. "Using the Treemo platform, customers can create new opportunities for real-time social interaction, including content creation, media sharing, and distribution across the web and mobile devices."

Evolution Capital Advisors, a boutique investment bank serving entrepreneurial stage companies in energy, information, communications, and media technology markets, served as the exclusive financial advisor to Treemo on the transaction.

About JK&B Capital

JK&B Capital is a venture capital firm based in Chicago with \$1.1 billion under management. JK&B was founded in 1996 with the belief that in addition to capital and financial savvy, successful venture investing requires unique relationships and in-depth industry and technical expertise in order to identify the most attractive investment opportunities and consistently add value to portfolio companies.

JK&B mobile-related portfolio companies include Phone.com (Openwave Systems), Synchrologic (Nokia), Novarra, Bluefire Security, Airplay Networks, SnapTell, Vantrix and Treemo.

Information about JK&B Capital is available at www.jkbcapital.com.

About Evolution Capital Advisors, LLC.

Evolution Capital Advisors, is a Seattle-based boutique Investment Bank specializing in entrepreneurial stage companies within energy, information, communications, and media technology. For more information, visit: www.evolutioncapadv.com.

About Treemo

Treemo is a real-time, [social media publishing](#) platform dedicated to sharing any type of [digital media](#), anytime, anywhere. Treemo runs its own web and mobile [social media community](#) as well as the platform behind some of the biggest brands and mobile carriers in the world. Founded in 2005, Treemo is headquartered in Seattle, WA and privately-held. For more information, visit www.treemo.com.

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