
ROOT WIRELESS SECURES SERIES B FINANCING

Oversubscribed Round Follows Successful Debut of Cellular Network Mapping Service

BELLEVUE, WA – (November 23, 2009) – Root Wireless, Inc., developer of patent-pending technologies that audit, analyze and map the performance of cellular networks and devices, announced today it has secured financing from a group of investors led by distinguished members of the venture capital community and wireless industry.

Last month, Root Wireless and CBS Interactive teamed to introduce its Root Coverage™ service with CNET, the result of a non-exclusive publishing agreement that allows the popular tech-product news site to post results precisely mapping the relative strengths and weaknesses of competing cellular networks. Currently, Root Coverage™ charts network performance in eight markets, New York City; Chicago; Washington, D.C.; San Francisco-San Jose; Seattle-Tacoma; Dallas; Los Angeles and Orange County. Root Wireless now is mapping another 12 metropolitan markets.

Root Wireless CEO Paul Griff said series B financing will fund the company's quest to "map the wireless world". In addition to analyzing the signal strength, data speeds and reliability of the leading cellular networks, Root Wireless is measuring the performance of the devices connecting to those networks. To further its efforts, the company soon will release its beta Root Mobile™ smartphone application, which unobtrusively turns handsets into network monitoring devices that report the performance of the connected network, crowdsourcing findings that help Root Wireless build and continuously update its findings.

Griff said the funding also supports negotiations to make Root Coverage™ accessible online at other publishers, as well as in stores where retailers plan to provision the service to assist consumers at point-of-sale. Additionally, next year Root Wireless will begin issuing performance reports geared to the interests of enterprises buying wireless services; the carriers; device OEMs; operating system and applications developers; and others in the wireless ecosystem.

"Our first round of funding was based on a promise that we'd prove the value and benefits of both our network-analysis technology and our Root Coverage™ mapping service," said Root Wireless CEO Paul Griff. "We've done that, as demonstrated by our debut at CNET, and now we're well positioned to invest in accelerating the roll-out of our service."

Fred Warren and Oliver Grace, Jr. co-led a group of venture investors who oversubscribed the Root Wireless \$3 million series B; the round closed at \$3.25 million. Other investors include Scott Anderson, Jack Roberts and John Stanton, all of whom participated in the company's series A. Evolution Capital Advisors, a boutique investment bank serving entrepreneurial stage companies in Cleantech, Telecom, Digital Media, and IT sectors served as the exclusive financial advisor to Root Wireless on the transaction.

"A transparent benchmarking of cellular network performance, from a consumer's point of view, is long overdue," said Mr. Warren, co-founder of Brentwood Associates and Sage Venture Partners. "The team at Root knows the wireless industry, and they've engineered terrific technology that will change the way consumers – and the industry – look at service coverage maps."

In addition to Mr. Warren, the company's investors bring impressive experience to bear on behalf of Root Wireless. Mr. Anderson, chairman of the Root Wireless board of directors, was senior vice president charged with acquisitions and development at McCaw Cellular Communications, Inc. and AT&T Wireless Services, Inc.; he subsequently co-founded Cedar Grove Partners, LLC. Mr. Roberts, the chairman, chief executive and president of Consert,

Inc., formerly was chairman and CEO of Telephia, acquired by The Nielsen Company. Mr. Stanton founded and was chief executive of Western Wireless Corporation (acquired by Alltel) and Voicestream Wireless, acquired by T-Mobile. Mr. Grace is president of Grace Development Inc. and a director of the North Atlantic Smaller Companies Investment Trust and the Second London American Growth Fund.

“Obviously, the continued support of this distinguished group of investors is very gratifying,” Griff said.

ABOUT ROOT WIRELESS

Root Wireless is the developer of Root Coverage™ service, cellular network performance mapping created by patent-pending technologies that audit and analyze cellular network and device performance. The Bellevue, WA-based company's products include Root Mobile™, a network scouting and crowdsourcing application that unobtrusively turns smartphones into network monitoring devices that measure the quality and reliability of cellular voice and data connectivity services, as well as the over-the-air performance of handsets connecting to the networks. For more information, please visit www.rootwireless.com.

About Evolution Capital Advisors

Evolution Capital Advisors, LLC is a boutique investment bank providing capital formation and mergers and acquisition advisory services to entrepreneurial stage companies in the Cleantech, Telecom, Digital Media and IT sectors. Evolution Capital is a member of FINRA and SIPC and is headquartered in Seattle, WA. www.evolutioncapadv.com