



M-Factor Announces Record Performance & Additional Funding

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SAN MATEO, Calif. — M-Factor, Inc, the leading provider of web-based dynamic profit and revenue optimization software for the consumer goods and quick serve restaurant sectors, today announced accelerating growth in customers and revenue for 2008. In addition, it also announced that it has closed a significant round of new funding. UV Partners led the round, supported by investment from all existing venture investors: U.S. Venture Partners, Norwest Venture Partners, and Bay Partners.

“We enjoyed massive growth in 2008 as we added new customers and our existing customers renewed and expanded their commitments to our solutions. This is a clear endorsement of the value available from systematically optimizing spending on marketing and trade promotions,” said Lawrence Whittle, CEO of M-Factor. Whittle continued, “this new investment highlights the market’s confidence in our ability to generate significant value for our customers, especially during these difficult economic times. It positions us extremely well for expanding our operational capabilities and for continued investments in our solutions.”

With this investment, Blake Modersitzki, General Partner at UV Partners, joins the Board of Directors of M-Factor. “I am impressed by M-Factor’s accomplishments with their customers, the buzz and the interest that their solution is generating in the marketplace and their vision for the future,” said Modersitzki. “I believe M-Factor is uniquely positioned to flourish in today’s economic climate by helping major consumer marketing and sales organizations navigate these extreme market fluctuations. We have observed many organizations trying to provide solutions to this age old ROI problem, and it is clear that M-Factor has the only functionally robust and proven software solution in the market. I look forward to working closely with Lawrence, the board and the rest of the management team to help M-Factor continue to realize their vision of delivering game changing value to its customers.”

“As marketing and promotional budgets come under increasing pressure it is critical to have an ability to better plan and optimize, trade spending, category pricing and the marketing mix in real time,” said Phil Delurgio, CTO and Founder of M-Factor. “Our scalable and innovative technology platform and its solution focus provide the right recipe to solve this complex set of challenges for the consumer goods and quick serve restaurant industries.”

The M-Factor 4 suite consists of three solution sets. M4 is a marketing investment management offering that enables marketing teams to continually track and optimize marketing and in-store promotional investments. T4, a trade spending effectiveness solution, helps sales executives and trade-focused brand managers reallocate trade spend to beat financial targets. P4, for portfolio pricing optimization, allows marketing and sales managers to price strategically across regions, channels, and products in a changing market. Taken together, the suite provides actionable recommendations to achieve growth objectives across the entire portfolio. www.m-factor.com