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Contact:
Margaret Huang
415-867-1626
margaret@pageonce.com

Pageonce Raises \$15 Million Financing Round Led by Morgenthaler Ventures

Top-Ranked Mobile Finance Service to Evolve Wallet of the Future

PALO ALTO, CA – May 11, 2011 – Pageonce (pageonce.com), a top-ranked daily finance service for mobile devices, today announced it has closed \$15 million in new funding, led by Morgenthaler Ventures, with participation from existing investors Pitango Ventures and Chairman of the Board Liron Petrushka. Total funding raised to date is \$25 million. The latest round will help Pageonce continue its mission to simplify people's daily financial lives.

"We're working to transform the smartphone into the [Wallet of the Future](#), and the funding is helping to fuel our vision," said Guy Goldstein, CEO of Pageonce. "We're excited to partner with Morgenthaler, a firm with four decades of experience building successful companies like Apple, VeriFone and NexTag."

Pageonce Money & Bills, a service offering users daily control over all their financial accounts and bills from the convenience of a mobile device, continues to get rave [reviews](#) from users and media alike.

"As investors, we've been focused on both the mobile and financial services space for some time. Pageonce is a natural mobile play and a great bet to be a financial services category leader," said Rebecca Lynn, partner at Morgenthaler Ventures. "With over 4.5 million users, they have already demonstrated a knack for simplifying the complex task of managing money and bills for their users."

Pageonce gives consumers the freedom to easily track and manage their finances anytime, anywhere on the Web or a mobile device. Users get a quick overview of cash, payments due, credit cards and investments all on one page, then they can choose to get more details of their bank accounts, credit cards, bills, investments and travel plans.

Users also receive relevant money-saving offers for better credit cards, insurance, and other financial products, and reminder alerts and a calendar view showing when bills are due. Consistently ranked a top application across all mobile platforms, Pageonce Money & Bills is available free on iPhone, iPad, BlackBerry, Windows Phone 7 and Android devices.

About Morgenthaler Ventures

Morgenthaler Ventures is a premier venture capital firm, dedicated to helping entrepreneurs build valuable companies for more than 40 years. It currently has \$3 billion under management, including \$400 million in its ninth fund. Morgenthaler has invested in approximately 300 companies in the information technology and life science sectors. Representative portfolio companies in the IT space include: Evernote, NexTag, Siri, Lending Club, Practice Fusion, Socrata, Nominum, JasperSoft, MuleSource, Peregrine Semiconductor, Cortina, Nuance Communications, Apple and NEXTEL. The firm's IT Team is focused on early-stage investments and is headquartered in Menlo Park, CA. www.morgenthaler.com/ventures.

About Pageonce

Pageonce is dedicated to simplifying daily financial life. The Pageonce Money & Bills service offers clarity and control over all accounts in one single place, automatically organizing bank and credit card accounts, tracking transactions, managing bills, and sending real-time alerts. With 4.5 million users in the U.S. and Canada, Pageonce is available free on iPhone, iPad, BlackBerry, Android, Windows Phone 7 and the Web. Launched in 2008, Pageonce currently tracks \$556 billion in transactions, \$55 billion in assets and \$30 billion worth of bills each year. Privately held and based in Palo Alto, California, Pageonce is funded by Morgenthaler Ventures, Pitango Venture Capital and Silicon Valley angel investors. For more information, visit <http://www.pageonce.com>.

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