



Media Release

ExpertFile Completes \$1Million in Seed Funding to Help Organizations Better Promote their Experts

New investment will fund sales and marketing programs for continued market expansion

TORONTO, May 14, 2014 - ExpertFile, a leader in expert content marketing solutions for organizations, today announced it has completed a \$1 million seed capital fundraising. This round includes participation by investors from the Angel One Investor Network, Golden Triangle Angel Network (GTAN), Maple Leaf Angels and the Georgian Angel Network,

The financing will help ExpertFile accelerate growth in the North American market and strengthen its sales, marketing and customer success team. "We're committed to helping experts and organizations better promote their thought leaders and subject-matter experts to a range of audiences such as events, media and business prospects," says Peter Evans, CEO of ExpertFile. "This investment gives us additional resources to grow quickly and strategically, and deliver on our vision to help organizations drive more visitor engagement and connections through their website, in search and in our global online marketplace. We are very pleased to have this strong investor group join us. These new investors bring a wealth of expertise gained in executive roles such as legal, investor relations, technology and strategy within Fortune500 organizations," says Evans.

"As demonstrated by their strong sales growth, ExpertFile is delivering a compelling software and services platform," says Randall Howard, Managing Partner of VERDEXUS. "As the lead investor we are also very pleased to see broad participation from a number of prominent angel groups who were impressed with the progress the ExpertFile team has made."

The ExpertFile software platform allows organizations to quickly create professional, engaging online profiles of their executives and experts to drive better quality connections with conferences, media and business prospects. With ExpertFile, organizations such as corporations, universities and colleges, healthcare institutions and industry trade associations now have a system to amplify their expert-related content, including biographies, speaking history, videos, articles, presentations and publications. Within a few hours, an organization can create an "Expert Center" that integrates directly into their website and boosts search rankings.

Today, the award-winning ExpertFile platform hosts thousands of experts around the world who are now listed in its global directory and over 40 enterprise customer installations that range from large educational institutions to Fortune1000 brands.

About ExpertFile

ExpertFile is the world's first expert marketing platform built for organizations. Our publishing, search optimization (SEO), lead generation and analytics features, coupled with our unique online marketplace, helps experts connect to business prospects, media and conferences. Our clients include Cleveland Clinic, Constant Contact, Lillibridge Healthcare, ADP, University of Ontario Institute of Technology (UOIT) and Canadian Corporate Counsel Association. For more information visit expertfile.com

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