



Apperian Closes Series A Financing

Boston, MA—July 31, 2009—Apperian today closed on a \$1 million Series A venture capital round led by CommonAngels. Apperian currently makes enterprise-class iPhone applications for large companies seeking to engage consumers in new, innovative ways and enhance productivity among their employees and partners. With iPhone technology transforming the way we do business, it's no longer just a phone—it's a true platform. Apperian is defining ways to achieve the most robust commercial and enterprise solutions that transform user experience.

Led by veterans from Apple, Apperian already counts some of the nation's leading consumer brands as clients and will be launching solutions with them over the next several months. "We have been incredibly impressed by the team as well as their customers' vision and passion for the possibilities on this platform and beyond," said James Geshwiler, Managing Director of CommonAngels. Maia Heymann and Peter McKay from CommonAngels will join Chairman Vinit Nijhawan on the board of directors.

"We started working with Fortune 1000 companies on new applications back when we were at Apple," said CEO Chuck Goldman, "Although Apple worked to build several initial iPhone Applications for its enterprise customers, the goal was to further the adoption of the iPhone platform within the enterprise and then step back to let the market build more apps." Nijhawan added, "Apple's focus is to create and empower a strong ecosystem of developers that are building great applications for the iPhone and subsequently Mac OS X. It is a great opportunity to create a company that helps Apple achieve that goal."

About CommonAngels

Named after the city's historic public meeting grounds, CommonAngels® is a group of 75 leading private investors and several dozen limited partners in two co-investment funds. We have rich expertise in over 58 specific sectors and finance the region's most innovative high-tech ventures with a focus on capital efficiency: Series A rounds of \$500K-\$5M with total capital less than \$20M.

www.commonangels.com

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