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PackStream™ Raises \$150,000 in Private Capital, and Signs First Beta Client, Dormbuys.com

Louisville-KY--(February 2, 2010) PackStream, a software startup offering personalized, on-demand consumer marketing for home-delivered packages, has completed its first round of private investment, raising \$150,000 from investors.

PackStream will work with Dormbuys.com to implement its first live installation in March 2010 for its online retailing website. Dormbuys.com intends to utilize the PackStream solution to coordinate targeted campaigns, and generate customer-specific content in order to connect with and engage consumers. "This fits perfectly with our strategy to coordinate our brand and message across multiple touch points. It is great to see an emerging business from the Louisville market speaking our language," said Deryl L. Sweeney II, Founder and President of Dormbuys.com.

PackStream has also signed an IT equity partner, Tim Hunnewell who serves as PackStream's IT architect for its personalization and campaign management software. Tim Hunnewell is currently an advisor at Informitics LLC, a privately-owned data mining and information research company.

PackStream's concept enables retailers to target consumers with one-to-one package marketing - enticing customers with personalized promotional messages printed on packaging materials, and suggestive selling to complement current or previous purchases. The often overlooked package delivery process is optimal for personalized campaigns. With retailers struggling to fight through the clutter of junk mail and spam, package delivery represents a moment of engagement that boasts 100% read rates. This pull rather than push form of marketing allows retailers to strengthen customer relationships and garner repeat purchases.



With this round of funding, the company intends to continue its software development through beta testing. The next angel round in 2010 will be used for customer acquisition and strategic hires. The company received its first funding through two grants, including \$43,000 from the Idea State University competition (www.ideastateu.com), sponsored by the Kentucky Cabinet for Economic Development, and an additional \$9,000 from the 12th Annual Ballard-Morton New Venture competition. "We are extremely excited about the product development we are seeing now. We look forward to taking this product to the retail market and filling a much needed personalization gap that exists in the static process of package delivery," said PackStream's CFO Patrick Just.

The founding members of PackStream include: Louisvillians Patrick Just, Erik Nelson, and Danny Bower.

The Kentucky Enterprise Fund under the Kentucky Science and Technology Corporation has approved an investment match of \$200,000, given that PackStream completes another private invest-



ment round in 2010.

About PackStream

PackStream is a web-based software company offering one-to-one, on-demand marketing for home-delivered packages. The end product delivers personalized marketing content in and on retailer-shipped packages. PackStream's on-package marketing and personalized media inserts offer a cost-effective, high-touch way to reach today's online consumers. With PackStream, retailers can treat consumer marketing as an extension of customer service by providing a tailored marketing experience for loyal customers. This concierge marketing approach delivers relevant product recommendations based on user preferences and shopping history, resulting in lasting relationships and ultimately a greater return on marketing dollars. www.packstream.com

About Dormbuys.com

Dormbuys.com is a Kentucky-based online retailer focused on delivering living accessories designed for the college dorm room and other small-space living accommodations. The Company maintains its inventory and fulfills online orders from its warehouse location in Louisville, KY. <http://www.dormbuys.com>