



Loomia Closes \$5M Series A Funding with Asset Management, Peacock Equity and Telefónica Capital

Financing to drive expansion of Loomia's industry-leading social convergence, web personalization and recommendations platform

San Francisco, Calif., April 2, 2008 — Loomia™(www.loomia.com), a leading provider of personal recommendations and the *SeenThis?* social recommendations application, announced today that it has closed \$5 million in Series A funding. The round was led by venture capital firm, Asset Management Company, and two strategic investors: Peacock Equity, the joint venture between GE and NBC Universal, and [Telefónica](#) Capital S.A.U. The capital will be used to accelerate Loomia's rapid growth, including continuing the build-out of its world-class recommendations platform and expanding its sales and marketing efforts in the U.S. and internationally.

"As new content and communities proliferate the Web, online retailers and content sites need to extend their brands in a highly targeted, socially-engaging manner," said Skip Fleshman, Asset Management partner and board member. "Loomia's recommendations technology uniquely accounts for individuals' preferences across multiple websites, and the interests of their personal social networks. Along with the *SeenThis?* capability to enable websites to converge with social networks, Loomia opens up new ways to boost a website's traffic, distribution, and revenues from ads and purchases."

Based on behavioral, textual, and social graph data from its partner network, Loomia's SaaS-based recommendations platform enables The Wall Street Journal Online, NBC.com, CNET Networks, Audible and over fifty other media and retail websites to deliver a more powerful, personally relevant experience. Users can easily discover what's compelling according to their personal tastes and social circles through Loomia's suite of offerings, which includes personal recommendations, the anonymous "People Who Like This Also Like" recommendations, checkout

recommendations, and the recently-launched *SeenThis?* social recommendations. The *SeenThis?* tool provides users with a view of what their friends are reading and watching, delivered through a *SeenThis?* onsite publisher widget and a companion application on leading social networking sites.

“Loomia’s technology can provide an unparalleled, personalized experience for our leading Terra web properties and, in the longer term, for our 170+ million mobile customers and growing base of TV customers” said Yotam Ben-Ami, Director, Corporate Internet Group, Telefónica S.A. “We evaluated many of the leading recommendation providers and chose to invest in Loomia as we believe they are best positioned to create the highest value for our customers and consequently deliver the largest impact on our businesses.”

“Loomia is helping websites easily connect people with the content, products, and social circles that matter most to them,” said Tom Byrne, managing director and group head of Peacock Equity, the \$250 million joint investment fund between GE Commercial Finance’s Media, Communications & Entertainment business and NBC Universal. “People want to take their social networks across the Web and Loomia is at the forefront of making this important connection ubiquitous.”

“We are excited to have Asset Management Company, Peacock Equity, and Telefónica join us in our plan to strategically grow our network of customers and appeal to a broader market,” said Dave McMurtry, Loomia’s CEO. “This investor team’s diverse experience, web content, and market reach will be invaluable in taking Loomia to the next level.”

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About Loomia Inc.

Loomia’s social convergence, web personalization and recommendations platform empowers consumer discovery of content and products related to their individual interests. Loomia’s technologies encompass multiple dimensions of relevance, including textual, contextual, personal and social. Its new *SeenThis?* application uniquely bridges established social networking sites with media sites, allowing consumers to see at-a-glance what items are popular with their social circles, wherever they go -- right on their favorite content sites, as well as within their social networks. Loomia’s SaaS-based platform powers more than 50 media publishers and retail websites, including The Wall Street Journal, NBC Universal, CNET Networks and Audible. Founded in 2004, Loomia is a privately held company based in San Francisco, CA. For more information, visit www.loomia.com.

About Asset Management Company

Asset Management Company is one of Silicon Valley's oldest venture capital firms. Established in 1965 by Pitch Johnson, AMC has been a leading early-stage venture investor for over 4 decades, investing in more than 240 early-stage companies, with numerous successes in both life sciences and information technology. More information about AMC can be found at www.assetman.com.

About Peacock Equity

Peacock Equity is a \$250 million global capital fund co-founded by GE Commercial Finance's Media, Communications & Entertainment business and NBC Universal. Introduced in April 2007, the joint venture focuses on companies developing technologies, platforms or business models that are a strategic fit to NBC Universal and have high growth potential. Peacock Equity's capital investments, which include advertising services, digital content and communities, wireless and international platforms, range from \$3 to \$25 million each. Previous Peacock Equity investments have been made in Adify, Healthline, IGA Worldwide, 4INFO and Trion.

www.PeacockEquity.com

About Telefónica Capital S.A.U.

Telefónica Capital is a finance company and subsidiary of Telefónica S.A. (www.telefonica.es), one of the largest telecommunications companies in the world. Telefónica's activities are centered mainly on the fixed and mobile telephony businesses with broadband as the key tool for the development of both. The company has a significant presence in 24 countries throughout Europe and Latin America, and a customer base that amounts more than 228 million accesses around the world. Telefónica owns Terra Networks, a global Internet media company who operates some of the most popular websites in the United States, Latin America and Spain.

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