



nGage Labs, Inc. Secures \$6.9M in Series B Funding

New Capital will Fund Sales Expansion and the Launch of New Shopper Engagement Solutions

SCOTTSDALE, AZ--(July 23, 2013) – [nGage Labs, Inc.](#), the leading provider of **in-store shopper engagement solutions that enable retailers to recognize, personalize, and engage shoppers**, today announced that it has raised **\$6.9** million in a Series B funding round led by [Metamorphic Ventures](#), a New York City-based venture capital fund that invests in start-up and early stage businesses exclusively in digital media and digital commerce technology sectors. Previous investor [AZ Digital Farm](#) also participated in the round.

"In-store shopper engagement through mobile devices and interactive kiosks give retailers ways to create a shopping experience in-store that can compete with Amazon while giving the consumer the ability to interact with products," said Rod Ford, CEO. "Our mission at nGage Labs is to make shopper engagement ubiquitous and integrated into the modern shopping experience that leading retailers seek to establish. This investment gives us more flexibility as we build our executive team and will help us to accelerate innovation of our product."

The new funding will enable nGage Labs to accelerate additional development activities for its cloud-based mobile platform, expand its executive leadership and sales teams, and deepen its reach in the shopper engagement solutions market.

"The rapid digitization of the retail space is requiring new levels of personalization previously not achievable within the time constraints of a store visit," said Lewis Gersh, Managing Partner, Metamorphic Ventures. "We are very excited about the nGage Labs' focus on new innovations and data sciences that will deliver on-demand personalization for each shopper entering the store."

Recent nGage Labs Company News:

[nGage Labs™ Appoints New CEO to Lead Next Phase of Company Growth](#)
[National Wholesale Liquidators Wins Channel Innovation Award](#)

About Metamorphic Ventures

Metamorphic Ventures is a New York City-based venture capital fund that invests in start-up and early-stage Transactional Media companies representing the convergence of digital media and commerce both online and offline. For more information, visit [Metamorphic Ventures](#).

About AZ Digital Farm

AZ Digital Farm focuses investments on early stage technology companies in mobile commerce, mobile payment, online education, and digital signage sectors and acquisitions which compliment portfolio investments. We offer guidance and support and understand the challenges of operating a business. Our team has extensive experience in managing public and private enterprises from start-ups to Fortune 100 companies. For more information, visit [AZ Digital Farm](#).

About nGage Labs, Inc.

nGage Labs, Inc. provides in-store shopper engagement solutions that enable retailers to recognize, personalize, and engage shoppers directly via the customer's mobile device and interactive smart displays. Using a proprietary mobile-enabled cloud platform, in-store location technologies, and dynamic real-time purchase propensity analytics, retailers can finally deliver a customized, personalized, and enriched shopping experience. This enriched shopping experience means that shoppers stay longer, buy more, and increase store visits. For more information, visit www.nGageLabs.com.

Contact Information:

nGage Labs, Inc.

Larry Negrich

VP, Marketing

480.264.7779

lnegrich@nGageLabs.com

www.nGageLabs.com