



B2B Connection Platform Informous Closes New Round of Capital

Funding Supports Sales and Marketing Expansion in Packaging and Plastics Industries

COLUMBIA, MD. – April 29, 2011 – Informous – a B2B lead generation connection platform that pairs buyers with sellers – today announced that it has closed a new round of venture financing led by GSA Venture Partners, with participation from The Grosvenor Funds and New Markets Venture Partners.

Informous enables buyers from the packaging and plastics industries to research, compare and request information from multiple vendors in one place. Its connection platform helps buyers find the solutions they need and helps suppliers market the solutions they provide. Informous aggregates and curates existing white papers, brochures, videos and many other types of content from companies and then optimizes, categorizes and distributes it to be easily found by buyers during their research process. Listings on Informous are free, with sponsorship packages available for companies that wish to distinguish themselves and leverage Informous' Priority Leads algorithms.

As part of the financing, Brian Hirsch, Managing Partner at GSA Venture Partners, and C. Bowdoin Train, Managing Partner of The Grosvenor Funds, will join the board of directors of Informous.

“Content marketing has become an incredibly effective strategy for creating visibility online,” said Len Ostroff, CEO of Informous. “By leveraging existing content, Informous enables B2B marketers to present the right information to the right buyer at the right time, resulting in very high-quality leads for our sponsor companies. We’re honored to have such strong, active investors supporting us.”

“Informous solves the problem of search overload for business-to-business buyers and sellers,” said Brian Hirsch, Managing Partner at GSA Venture Partners. “This funding provides the capital needed to build upon the success of Informous in the packaging and plastics industries while positioning the platform for expansion in to other vertical markets. We’re proud to partner with such a quality team.”

“We’re excited to partner with the team at Informous,” said Bowdoin Train, Managing Partner of The Grosvenor Funds. “Using the latest content marketing, SEO and social media tactics, they have quickly established Informous as the go-to source for high-quality leads in the multi-billion dollar packaging and plastics industries.”

About Informous

Informous is a B2B content marketing platform enabling businesses to reach highly targeted audiences with specific content, generating more informed and qualified leads. By gathering, optimizing and distributing content to interested and relevant audiences, Informous helps businesses improve awareness and leads while helping buyers make better decisions. For more information on Informous, visit www.informous.com.

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