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YOICS, CLOUD SERVICE PROVIDER FOR DEVICES, CLOSES \$1 MILLION IN FUNDING LED BY CRUNCHFUND

Funding will be used to expand team and infrastructure, and to support the availability of an Open API to application developers and device makers.

Palo Alto, CA — December 20, 2012 — Yoics, Inc., a cloud service provider for the Internet of Things (IoT), today announced that it has closed a \$1 Million angel funding round with participation from both existing and new investors. This new investment allows Yoics to grow their network hosting capability and both enhance and develop software applications to meet the demands of today's rapidly expanding array of cloud-enabled devices. CrunchFund led the round and were joined by new investors Core Ventures and Passport Capital. Existing investors Frank Marshall and the initial investor group of Postini also participated in the round. The investment was done as a convertible note, in anticipation of a larger financing targeted for early 2013. In conjunction with this financing, Patrick Gallagher of CrunchFund will be joining the board of directors.

“Soon, all devices will be connected to the Internet and controllable by a mobile handset.” said, Ryo Koyama, co-founder and CEO of Yoics. “By opening up our infrastructure to developers, we’re providing a proven set of tools and services to allow devices to get onto the cloud easily and securely.”

Yoics, an acronym for Your Own Internet Controlled Stuff, is a combination of a cloud platform along with mobile applications that provide a seamless way for devices to communicate and be accessed and controlled easily and securely across the Internet. The Yoics device API allows networked devices to be connected to or shared like any web service, while maintaining strict privacy and security for users. The Yoics ‘Device Cloud’ platform already processes over 1.7 million secure connections per month for end users who are connecting to ‘Powered by Yoics’ devices.

“Yoics’ is a unique combination of sophisticated technology delivered invisibly through a great user experience,” said Shinya Akamine, founder of pioneering cloud service company Postini and General Partner of Core Ventures Group, an investor in Yoics. “Major mass market device manufacturers are adopting Yoics’ fully integrated solution as the way make their products mobile-accessible. By providing a ready to go solution, Yoics changes the game on time-to-market for new products.”

Yoics provides a set of cloud services that allow devices to be easily registered and then securely connected and controlled across the Internet. Further, these services provide a communications mechanism for devices to communicate with one another, or to other services or messaging platforms. The Company also provides a set of mobile applications that are re-branded for their partner companies, enabling a fully turnkey solution for electronic device makers.

Yoics will soon provide access to their API to developers through a closed beta program. Interested third parties should register as a developer at <http://www.yoics.com/about-us/developers-program>.

“The Internet of Things has been getting a lot of buzz and there’s little doubt that over the next few years billions of devices will be connected across the Internet,” said Patrick Gallagher, General Partner of lead investor CrunchFund. “Yoics not only have a great technology solution, but already have major brands adopting their solution and delivering products to market.”

Yoics has established partnerships with semiconductor companies and manufacturing companies that have included the Yoics solution into their standard reference platforms. This integration, combined with the re-skinable Yoics mobile applications provided to the device manufactures, allows an incredibly fast time-to-market solution.

About Yoics, Inc.

Yoics was founded with the belief that anything should be easily and securely available across the Internet. Yoics provides cloud-based, secure networking services to consumers, device makers, and software developers to enable access to devices, services, applications and data whenever there is an Internet connection.

Yoics’ patent pending technology reinvents how networking is done across the Internet, eliminating complex setup and preventing security vulnerabilities. This service level technology solution provides a secure, encrypted network tunnel across the Internet for popular applications such as remote desktop, media streaming, and camera monitoring.

Already adopted by many of the world’s top manufacturers including Philips, Cisco, Astak, and Lorex, ‘Powered by Yoics’ products are found in retail outlets such as The Apple Store, Costco, Amazon, Fry’s Electronics, Radio Shack, and Target. Consumers can easily identify a Yoics-enabled solution by looking for the ‘Powered by Yoics’ logo on the packaging.

Yoics is a venture-backed company based in downtown Palo Alto, CA. Learn more at www.yoics.com.

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