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PEOPLEMATTER SECURES \$19 MILLION FUNDING LED BY SCALE VENTURE PARTNERS

Hourly Worker SaaS HR Platform Sets Software Company Apart

Charleston, S.C. — March 5, 2013 — PeopleMatter, provider of the fastest-growing, comprehensive HR software designed for hourly workforces, announced today the close of a \$19 million round of venture funding led by Scale Venture Partners (ScaleVP), which previously funded companies such as Box, Hubspot, Omniture and Docusign. The latest round of funding will be used to accelerate the Company's growth including scaling sales and marketing, product portfolio expansion and complementary market acquisitions. Previous investors Intersouth Partners, Morgenthaler Ventures, Harbert Venture Partners, Noro-Moseley Partners, C&B Capital and Silicon Valley Bank also contributed to this round of funding. With this announcement, Rob Theis, Partner with ScaleVP, joins the board.

"PeopleMatter is addressing a grossly underserved market with massive potential," said Rob Theis, Partner at Scale Venture Partners. "Sixty percent of America's workforce are hourly workers, PeopleMatter is addressing this sector with an integrated cloud and mobile platform for service-industry businesses to better manage their processes and employee retention. The Company is setting a new standard for HR solutions for hourly workers and we are excited to be working with Nate and his team to scale their business and further disrupt the industry."

As the newest member of PeopleMatter's board of directors, Theis also serves on the boards of BrightRoll, HubSpot, RingCentral and Scale Computing. "In the past, Theis has successfully helped grow other leading companies such as Jaspersoft, NeoPath Networks, PGP Corporation, Roamware, VancelInfo and Tapulous. His experience in the technology industry and vast network of contacts will be a valuable addition to the board as PeopleMatter continues to grow and evolve," said Nate DaPore, President and CEO of PeopleMatter.

"This year is off to an incredible start for PeopleMatter. In 2012, we grew our customer base 288 percent as we extended our reach into the retail vertical. We also launched our first mobile app and moved into our new, state-of-the-art headquarters in downtown Charleston," DaPore continued. "This latest round of funding accelerates our business model while we continue to differentiate our company from the rest of the marketplace. The opportunity is massive. Our ability to invoke change in the workplace — by facilitating higher engagement and increasing efficiencies — drives our motivation."

PeopleMatter has raised \$47 million to date to create a leading HR Platform for hourly workers. Over the past year, applications on the system have increased by 372 percent. In fact, the Company recently processed its one-millionth application through PeopleMatter HIRE™.



PeopleMatter's Platform consists of three modules — PeopleMatter HIRE™, PeopleMatter LEARN™ and PeopleMatter SCHEDULE™. The Company offers the only Human Resource solution built specifically for the unique needs of service-industry employers and their hourly workforces. With these integrated solutions, organizations can quickly and easily manage all of their applicant tracking, hiring, onboarding, training and scheduling processes through one, online Platform.

With PeopleMatter's easy-to-use online tools, service-industry companies in the foodservice, retail and hospitality verticals increase efficiency and ROI, and ultimately improve customer service. Current clients on the PeopleMatter Platform include Ruby Tuesday, Bruegger's, Thortons, The Krystal Company, Flash Foods, American Retail Services, Noodles & Company, and franchise locations of Domino's, Taco Bell, Pizza Hut and Carl's Jr.

About Scale Venture Partners

Scale Venture Partners (ScaleVP) invests in emerging-growth technology companies with a focus on SaaS, Cloud, Mobile and Internet sectors. With a proven track record and market-specific expertise, ScaleVP is a strategic partner in helping entrepreneurs and management teams scale their business and grow into long-term companies that matter. Founded in 2000, the firm has \$900 million under management and is currently investing Scale Venture Partners III. Representative investments include: Box, BrightRoll, DocuSign, Everyday Health, ExactTarget (ET), HubSpot, NComputing, Omniture, RingCentral and Vitruve.

ScaleVP is located in Foster City, California. For more information, visit www.scalevp.com or follow us on Twitter at @scalevp or LinkedIn at www.linkedin.com/company/scale-venture-partners.

About PeopleMatter

PeopleMatter provides the only integrated human resources management solution specifically built to serve hourly workforces in the service industry. Our easy-to-use online Platform helps hire, develop, schedule and engage dependable talent. At PeopleMatter, we strive to change the way the hourly workforce works by delivering tools that catalyze the innate human drive to make a difference — because happy, engaged managers and employees lead to exemplary customer service. PeopleMatter is headquartered in Charleston, S.C., and on the Web at www.peplematter.com, [@peplematterhr](https://twitter.com/peplematterhr) and facebook.com/PeopleMatter.HR.

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