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FOR IMMEDIATE RELEASE

Watershed Announces $4 Million Investment
from Learning Technologies Group and LaunchTN

*Nashville tech company receives international funding to further its mission
of revolutionizing the future of corporate learning and development*

NASHVILLE, Tenn. (June 15, 2016)—Watershed, the leader in learning analytics platforms, is pleased to announce the closing out of its Series A round after investments from Learning Technologies Group PLC (LSE: LTG) and LaunchTN's INCITE Co-Investment Fund, which resulted in a total of $4 million.

"Watershed is the next significant advance for the learning industry," said Mike Rustici, Watershed CEO and cofounder. "And the investments from LTG and LaunchTN not only provide additional opportunities to innovate, but they also validate our vision of how training and education will change in the years to come."

Watershed will use funding to accelerate product innovation—such as increasing its ability to analyze and understand even more learning and development systems—and expand its reach via additional sales, development, and marketing resources.

"We've worked with Mike for a few years and respect how he built Rustici Software by putting people and employees first," said Jason Denenberg, LaunchTN's director of entrepreneurship and capital formation. "So, when Mike introduced us to Watershed, we knew it would be a great fit and are excited to participate in and support his next endeavor."

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Watershed, which was founded in early 2016, develops a SaaS-based learning analytics platform that assesses the impact and effectiveness of corporate learning programs. Before receiving any investment, the company was already working with high-profile clients and global companies such as Google, Visa, AT&T, and YUM! Brands.

"We see the ability to measure the impact of learning as the next major disruption to the e-learning industry," said Jonathan Satchell, chief executive of LTG. "Watershed's learning analytics capability substantially enhances the ability to capture rich data to analyze and assess learning's impact on organizational performance. Ultimately, Watershed generates verifiable business results and improves the effectiveness of learning solutions."

About Watershed
Headquartered outside Nashville, Tenn., Watershed is dedicated to changing the world of corporate learning by helping training and learning departments get more from their learning and development initiatives. This includes the creation of a customizable learning analytics platform that provides actionable insights from training and performance data in real time. Made possible by a technology called the Experience API (a.k.a., Tin Can API), Watershed enables users to collect and study learning experiences and how they impact business outcomes. To learn more, visit www.watershedlrs.com.

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