

STEALTH CLOUDPAGING STARTUP NUMECENT ANNOUNCES \$2M SERIES-A FINANCING

Funds Raised From Corporate Investors

Company Also Announces Technology Veteran Osman Kent as CEO

February 1, 2012 – Irvine, CA – Numecent™, a stealth startup pioneering next- generation “cloudpaging” technology, today announced it has received the first \$2M tranche in a \$10M Series-A funding round from unnamed corporate investors. This is in addition to the \$7.5M of seed funding the company has so far received from private investors since its inception.

Although the company is not yet revealing the details, Numecent has been developing a patented “push-pull” paging technology which allows software instructions and data to be demand-paged from the Cloud – all in real-time. Cloudpaging will allow any software, app, game and non-linear content to be delivered to any connected device on-demand and in a secure, metered and virtualized fashion.

The Series-A round will support the launch of Numecent’s cloudpaging technology, which the company believes will be the successor to streaming for any connected device. Numecent holds the foundational patents (10 granted) in application streaming and virtualization through its subsidiary company, Endeavors Technologies. The company already has high-profile customers who have begun to deploy this ‘hybrid-cloud’ solution in mission-critical environments.

The company also announced that Osman Kent has become the CEO of Numecent. Osman is a technology veteran and a serial entrepreneur, best known as the co-founder and CEO of 3DLabs – at one time a nearly \$1B NASDAQ company which pioneered the GPU revolution on the PC.

Numecent is expected to come out of stealth in March 2012.

All trademarks and registered trademarks previously cited are hereby recognized as the property of their respective owners