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# WEBALO'S LATEST FUNDING REFLECTS INVESTORS' CONFIDENCE AND GROWING MARKET SHARE

### Fast, easy enterprise-to-mobile connectivity impresses new backers while market acceptance encourages existing investors to raise their stake

**LOS ANGELES – SEPTEMBER 7, 2010** – Webalo completed its latest round of funding last month, raising $3 million dollars from new and existing investors who praised the company's enterprise-to-mobile connectivity platform and its ability to eliminate the coding, waiting, and cost of traditional mobile application development.

J.L. Easton Ventures, whose principals' experience comes primarily from the manufacturing and retail markets, was impressed by Webalo's elimination of the complexities associated with enterprise software. "It's exciting to find a company whose technology actually does make things easier," says Jared Weinstock, Vice President & General Counsel, J.L. Easton Ventures, "and does it without sacrificing the capabilities and security associated with enterprise computing. Mobile access can improve user productivity enormously, but it often comes at a very high cost. Webalo's approach is so fast and efficient that it makes that cost negligible."

Simon Michael, Managing Partner of Balch Hill Capital, agreed to increase his firm's investment in Webalo for different reasons. "We looked at how well Webalo is doing in penetrating the market and winning shoot-outs with competitors, and they're making excellent progress."

Webalo CEO Peter Price explains that "Our competition needs to install software development kits and train IT staff how to use and integrate them. IT then has to create applications that take weeks and months to code and then require ongoing maintenance. All of that is time-consuming, expensive and very burdensome for IT. Webalo has all the required functionality and enterprise-level protections, but it's ultimately, a more powerful mobile platform because it provides enterprise mobility in minutes and hours without requiring specialist programming skills or creating a new layer of applications to manage."

Webalo's enterprise-to-mobile connectivity platform can, in hours, provide bi-directional, transactional, and encrypted enterprise access from any smartphone to the data and functions in software from vendors such IBM, Oracle, SAP, and Microsoft, as well as from in-house applications.

**About Webalo**

Webalo changes the economics of enterprise mobility. It provides the enterprise-to-mobile infrastructure that puts enterprise data and functions on smartphones 100 times faster than traditional ap-

proaches to mobile application development, and it provides personalized mobile capabilities that meet the individual needs of any end user.

Webalo technology eliminates the need for traditional mobile application development tools and custom programming to provide - in hours, instead of weeks or months - mobile access to the specific enterprise data and functions that smartphone users rely on to do their jobs. Rather than build new mobile applications or purchase proprietary mobile versions of a vendor's enterprise applications, organizations can use Webalo to let administrators easily select, from their existing enterprise applications, the exact data and functions that mobile users need so they can work more efficiently and productively.

Webalo - available in hosted and virtual appliance versions - lets non-IT business administrators easily and rapidly configure the connections between smartphones and enterprise apps from vendors such IBM, Oracle, SAP, and Microsoft, as well as from in-house applications. Then, in seconds, Webalo conforms the settings to the native user interface of any Android, BlackBerry, iPhone, Symbian, Windows Mobile, or Java-enabled smartphone.

Founded in 2000, Los Angeles-based Webalo is privately held. Additional information about Webalo's products, customers, and partners is available at www.webalo.com.

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