

# Intel Capital Joins AtHoc's Investment Group and Leads \$5.6M Investment Round

## Investment to fuel aggressive growth strategy of AtHoc in the public safety and physical security global markets

SAN MATEO, Calif. (June 21, 2012) - AtHoc, Inc. ([www.athoc.com](http://www.athoc.com)), the pioneer and leader in network-centric [emergency mass notification systems](#), today announced the successful completion of an oversubscribed \$5.6 million investment round led by Intel Capital, the global investment organization of Intel Corporation. The funding will be used to accelerate the company's aggressive product and market expansion initiatives. Separately, AtHoc also announced today that Arthur W. Coviello Jr. has been appointed to its Board of Directors, which is chaired by David Strohm of Greylock Partners, a long-time AtHoc investor.

"With increasing numbers of IP enabled embedded devices that hold critical situational awareness data, organizations must be able to analyze and address anomalies in near real-time," said Lisa Lambert, vice president at Intel Capital and managing director, Software and Services Sector. "AtHoc helps organizations become fully prepared to provide emergency mass communication to all of its constituents, allowing users to provide additional data and responders to remediate the issues at hand based on the information they receive. We have been following AtHoc's progress for several years and welcome the opportunity to lend the support of Intel Capital to AtHoc's continued growth and aggressive expansion plans."

"I welcome Intel Capital to the AtHoc team and look forward to the business value via the global relationships that will accrue from working with them," said AtHoc CEO and President Guy Miasnik. "Today we are separately announcing the board appointment of Arthur Coviello, executive chairman of RSA and executive vice president of EMC Corporation. The strategic investment along with our exceptional new board members will be invaluable as we execute on our growth strategy."

"AtHoc is in a unique position to capitalize on the disruptive opportunity in the broader safety and security space," said David Strohm, AtHoc board chairman and partner, Greylock Partners. "Our robust momentum is a direct result of the company's exciting vision, strong leadership, and innovative technology. Today's additions to the AtHoc leadership and investment group position us well for our next phase of growth and dynamic expansion."

AtHoc has a leading position and proven record of innovation in net-centric [mass notification systems](#) and protects more than 2 million military and federal government personnel. AtHoc's enterprise-level [life safety systems](#) are deployed across major government agencies as well as commercial, healthcare and higher education organizations.

Recently, AtHoc has announced industry recognition and large-scale transactions that further attest to its market prominence. In Q1, the U.S. Navy awarded an enterprise-wide contract to AtHoc for its Wide Area Alert Notification system and the Transportation Security

Administration has also adopted AtHoc technology for its enterprise-wide alerting use across 45 airports. In March 2012, Gartner positioned AtHoc in the “Leaders” quadrant of the Gartner “[Magic Quadrant for U.S. Emergency/Mass Notification Services](#),” ranking AtHoc as a market leader for its platform’s feature/functionality and ability to execute at the highest level.

### **About Intel Capital**

Intel Capital, Intel's global investment and M&A organization, makes equity investments in innovative technology start-ups and companies worldwide. Intel Capital invests in a broad range of companies offering hardware, software, and services targeting enterprise, mobility, health, consumer Internet, digital media, semiconductor manufacturing and cleantech. Since 1991, Intel Capital has invested more than US\$10.6 billion in over 1,234 companies in 51 countries. In that timeframe, 199 portfolio companies have gone public on various exchanges around the world and 296 were acquired or participated in a merger. In 2011, Intel Capital invested US\$526 million in 158 investments with approximately 51 percent of funds invested outside the U.S. and Canada. For more information on Intel Capital and its differentiated advantages, visit [www.intelcapital.com](http://www.intelcapital.com) or follow @Intelcapital.

### **About AtHoc**

AtHoc is the pioneer and recognized leader in providing network-centric emergency mass notification systems to military, homeland security, government, healthcare, higher education and commercial organizations. AtHoc’s products are used for physical security, force protection, personnel accountability, recall and regulatory compliance. Millions of end-users worldwide, in organizations such as the U.S. Air Force, U.S. Army, U.S. Navy, U.S. Coast Guard, U.S. Department of Veterans Affairs, UCLA, Microsoft, Boeing, and Raytheon rely on AtHoc’s unified notification systems for their emergency alerting and critical communication needs. AtHoc has partnered with market leaders including Microsoft, Cisco, Harris, Siemens, Northrop Grumman, MIR3, Lockheed Martin, and others to bring these notification solutions to the public and commercial markets. For more information about AtHoc, please visit <http://www.athoc.com>.