FOR IMMEDIATE RELEASE

Swrve Raises Funding to Launch Realtime Feedback Platform for Game Developers

Round includes Intel Capital, SV Angel, Mochi Media founders, Playfish founders and other top-tier angels and investors

SAN FRANCISCO (Sept. 8, 2011, at 1:00 p.m. PT) –

News Facts:
- Swrve today announced that it has secured $2.7M in additional seed funding to launch its realtime feedback platform for game developers and testers.
- Investors include: Intel Capital, SV Angel, Mochi Media founders, Playfish founders, the AIB Seed Capital Fund Limited Partnership, the Bank of Ireland Start-up Accelerator Fund, the AIB Seed Capital Fund, Enterprise Ireland and other angel investors.
- The round of funding validates the consumer need for personalized gaming experiences and will be used for Swrve's engineering and product development efforts.

About Swrve and its realtime feedback loop:
- Swrve lets you test, target, and tune your game to provide a better user experience.
- The Swrve cloud-based platform works as a feedback loop providing content owners an opportunity to understand user behavior and then tune content to provide a better user experience.
- Game analytics tell you how your game is performing but game developers need to make changes to adapt to consumers– Swrve automatically pushes concepts the developer wants to test to targeted segments of players, so the effect on users can be analyzed in realtime and changes can immediately be made.
- Swrve doesn't require server or analytics gurus and there is no software to install. With easy integration and a flexible pricing model, developers can quickly deploy Swrve across iOS, Facebook, web or smart TV platforms.
- For more information, visit: http://swrve.com/.

Quotes:

Attributable to Hugh Reynolds, CEO and co-founder, Swrve
"Game development is equal parts inspiration and iteration. We provide an opportunity to understand user behavior and fine-tune the process to better suit the consumer need, which ultimately empowers developers to focus on user engagement and monetization."

Attributable to Lisa Lambert, vice president, Intel Capital

"Swrve helps developers and publishers deliver real-time personalized experiences to game players, increasing revenue and deepening player engagement. As more and more games move online, Swrve's analytics platform will enable game operators to deliver increasingly targeted content to every player."

About Swrve
Swrve's realtime feedback platform lets game developers and marketers test, target and tune their games to meet the desires and demands of gamers. With Swrve, you get actionable data to continually fine tune or customize your mobile, web, Facebook or smart TV game. This ability to swerve as you develop ultimately maximizes engagement across a broad range of game players. Founded in 2010 by Hugh Reynolds and Dr. Steven Collins, Swrve is based in San Francisco and has offices in Dublin, Ireland. For more information and to access the realtime feedback loop, visit: http://swrve.com/.

Contact Info:
Paige Thelen
swrve@innercirclelabs.com
415-684-9404

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