

mBlox raises significant capital to accelerate growth and innovation

Strength of SMS CRM business model and global reach validated by large investors

Sunnyvale, CA – July 7, 2014 – [mBlox](#), the largest global provider of application-to-person (A2P) text messaging, today announced the completion of a new capital raise of \$43.5 million to fund the continued growth of its global business.

“We see opportunity in the market, and will be aggressive in making strategic investments that will reaffirm our leadership position and drive the industry forward,” said Tom Cotney, CEO of mBlox. “We will continue to provide our customers with the best global messaging services that enable them to reach their target audiences. Our partners have provided the necessary funding that allows us to continue investing in scalability and innovation.”

Armentum Partners advised mBlox during this round of financing. Comerica and Horizon Technology Finance Corporation (Nasdaq: HRZN) were among the participants, in addition to some of mBlox’s largest investors including Norwest Venture Partners, Scale Ventures, Avanti, Trident, Stratim Capital, and Saints Capital.

For more information about mBlox, visit www.mblox.com.

About mBlox

mBlox is the largest Application to Person (A2P) mobile messaging provider in the world, trusted by more companies to carry their mission-critical traffic than any other service. As the industry’s most experienced Tier One SMS aggregator, we specialize in the unique demands of large-scale mobile messaging programs and are known for providing reliable, uncompromising connections. By creating positive brand experiences, we help clients transform numbers into profitable relationships with loyal customers.

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