



OwnerIQ Secures \$2 Million in Series A Funding

Company Solves Frustrating Consumer Problem of Finding Self-Support Information for Common Consumer Products; Creates New Opportunities for Advertisers

NEWTON, Mass. – October 30, 2007 – [OwnerIQ Inc.](#), the first company to deliver customized, [ownership-targeted media programs](#), today announced it has received \$2 million in funding from [Atlas Venture](#), [CommonAngels](#) and the [Massachusetts Technology Development Corporation](#). The company operates a network of Web sites, the [OwnerIQ Network](#), that helps people find user manuals and other self-support information for a broad range of consumer products. By aggregating consumer interest in many of the largest consumer product categories, [OwnerIQ](#) offers manufacturers and brand advertisers direct access to likely purchasers.

Each day, consumers conduct more than two million online searches for self-support information on products ranging from consumer electronics to kitchen appliances. Many of these searches end in frustration, because this information can be difficult to find – in fact, a recent survey by [OwnerIQ](#) confirms that 89% of respondents say locating user manuals presents some difficulty, ultimately contributing to a negative brand experience. [OwnerIQ](#) solves this common and frustrating problem by collecting and organizing user manuals and other self-support information online, making it easy to find.

“There is a significant customer service problem for manufacturers that rely heavily on brand loyalty to keep their customers coming back,” said Eric Hjerpe, partner at [Atlas Venture](#). “By solving the self-support problem, OwnerIQ ultimately enhances a consumer’s brand experience and provides advertisers with the unique ability to reach a highly qualified consumer audience.”

Unlike traditional advertising programs that target consumers based on a combination of demographic information and behavior, [OwnerIQ’s ownership-targeted media programs](#) enable advertisers to target consumers more precisely based on what they already own, including specific products, product type, category or brand.

“OwnerIQ’s ownership-targeted media programs provided an effective way to raise awareness for ‘Cook for the Cure®, Presented by KitchenAid,’ a charitable partnership between KitchenAid and Susan G. Komen for the Cure,” said Deb O’Connor, senior manager of Brand Experience for [KitchenAid](#). “The key benefit to working with OwnerIQ is their unique ability to provide a highly relevant audience that is actively engaged with information on kitchen appliances.”

[OwnerIQ](#) is led by a team of seasoned executives with proven experience developing online media programs that provide advertisers with highly targeted opportunities to reach potential buyers. The company was founded by key members of the management team from [Bitpipe](#), a leading network of IT and business Web sites that was sold to [TechTarget](#) (Nasdaq: TTGT) in late 2004. Since its founding earlier this year, the [OwnerIQ network](#) has grown to serve more than 700,000 unique visitors every month, and its customers include some of the biggest brands in the industry. [OwnerIQ](#) currently provides user manuals and other self-support information from more than 2,200 manufacturers and adds new content daily.

"Consumer products are becoming increasingly complex, and people are left on their own to address support issues – helping them is a large and under-served market opportunity," said Jay Habegger, chief executive officer of [OwnerIQ](http://owneriq.net). "As the first company to address the self-support problem for consumers, OwnerIQ is focused on the most immediate source of pain: locating actionable product information to learn about features and functionality. In doing so we create new opportunities for the consumer products industry to strengthen relationships with its customers and influence purchase decisions."

For more information on [OwnerIQ](http://owneriq.net) and [ownership-targeted media programs](#), please visit: <http://owneriq.net>.

About OwnerIQ

[OwnerIQ](http://owneriq.net) operates a network of consumer self-support Web sites for common household product categories. The company is pioneering the concept of [Ownership Targeting](#), providing brand advertisers with highly customized programs to precisely target consumers based on products they already own. Ownership Targeting takes the guesswork out of identifying likely purchasers and enables advertisers to influence consumers throughout a product's ownership lifecycle. Founded in August 2006, OwnerIQ is based in the greater Boston area and is led by a proven management team. For more information, please visit: <http://owneriq.net>.

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