



**For Immediate Release**

**VIZIBILITY CLOSES \$1 MILLION SEED ROUND**

*Awarded U.S. Patent 7,831,609 for a New System and Method for Searching, Formulating, Distributing and Monitoring Usage of Predefined Internet Search Queries*

**New York – NOVEMBER 15, 2010** – Vizibility Inc. ([www.vizibility.com](http://www.vizibility.com)) today announces the closing of its over-subscribed seed round. The company, which launched its personal branding service just ten months ago, will use the funds to quickly expand partner integrations and accelerate development of its innovative search platform. Participating in the round were angel investors from San Francisco, Boston and New York including Race Point Capital Group and Boston Harbor Angels. Other major investors included Zinc Ventures in Calgary, Waterbridge in New York, and Halberd Cross, the investment arm of the patent firm Novak Druce + Quigg.

"Vizibility is the quintessential 'Google Me' button representing an entirely new, easy and low cost way for businesses and people to manage their online brands," said Christopher Mirabile (<http://vizibility.com/christopherm>), Managing Director of Race Point Capital Group in Boston. "It's a fire-and-forget approach ensuring that what people see is always up-to-date whenever your SearchMe button is clicked. The company's capital efficient go-to-market strategy of integrating with profile sites is smart and their early traction is not surprising. We're very excited to be along for the ride."

The company also announced today that it has been awarded patent 7,831,609 by the United States Patent & Trademark Office (USPTO). The patent, entitled "System and Method for Searching, Formulating, Distributing and Monitoring Usage of Predefined Internet Search Queries", covers the entire Vizibility service including the creation of PreSearches, their distribution as shortened URLs, notifications when the PreSearches are used, and monitoring for changes to the search results themselves.

"It is an honor to be awarded the first patent in our growing portfolio of intellectual property, serving as a testament to the innovation we're bringing to the market," said James Alexander (<http://vizibility.com/james>), Vizibility founder and Chief Executive Officer. "Closing our seed round at the same time has made it all the more rewarding. It's a difficult time for early stage companies to be raising capital. In addition to having a strong team and solid execution, we were able to leverage tools like the recently passed 'Small Business Jobs Act of 2010' (<http://www.sba.gov/jobsact>) which will provide our seed round investors with zero taxes on capital gains from their investment in Vizibility."

Vizibility launched on January 19, 2010 and introduced the world's first SearchMe button for Google, offering individuals and businesses of all sizes the tools to

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manage what is presented about them in search engines. Recently added features include Top Five Favorites enabling users to clip and rank their top five favorite search results and have those presented first. The service, which is in beta, currently supports Google with additional search engines to be added next year.

While anyone can get a free Vizibility SearchMe button at [www.vizibility.com](http://www.vizibility.com), the company delivers its service primarily as an integrated, sticky new feature of social networking sites such as employment sites, professional profile sites and dating sites. Vizibility is currently available in services offered by 6FigureJobs.com, AccountingJobsToday.com, the Association of Executive Search Consultants (AESC), BragFolio.com, MyLegal.com, Reach Personal Branding, RealMatch.com, RegisteredResume.com, SalesGravy.com and videoBIO, with additional partnerships rolling out monthly. A white-label, API version of Vizibility is expected to be available early in Q1 2011.

### **About Vizibility Inc.**

Vizibility Inc. ([www.vizibility.com](http://www.vizibility.com)) was founded in 2009 and is headquartered in Manhattan, NY. Vizibility delivers the world's first SearchMe Button for Google which instantly returns the right results in one click. Vizibility pioneered PreSearch™, a proactive strategy where businesses and individuals pre-select the information they want displayed in search results. The company's SearchMe buttons and links can be shared easily and placed anywhere on the web. The popular service is being integrated into professional and personal social networking sites where it adds innovative functionality and creates new revenue streams. Vizibility, Vizibility Meter, PreSearch and SearchMe are trademarks of Vizibility Inc. U.S. Pat. 7,831,609. Other patents pending. Find us in Google at <http://vizibility.com/news>.

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