

FOR IMMEDIATE RELEASE

Press/Analyst Contact:

Adam Renner
Atomic PR for Knotice
415-402-0230
adam@atomicpr.com

KNOTICE RECEIVES FUNDING FROM JUMPSTART

AKRON, OH. - (February 10, 2006) – JumpStart Inc., Northeast Ohio's non-profit venture development organization, and Knotice, a provider of software and services for Personal Relevance Marketing, announced an investment commitment of \$500,000 today in Akron-based Knotice by JumpStart. Today's announcement reflects the organization's third investment in Summit County.

"Our investment in Knotice further validates the strength of the technology sector in Northeast Ohio," noted JumpStart Chief Investment Officer, Lynn-Ann Gries. The investment will be used to further product development and expand Knotice's sales organization.

"Their solution for Personal Relevance Marketing allows marketers to understand and communicate with their customers in a more meaningful and effective manner," Gries added.

"Consumers are much more sophisticated in their media consumption these days. To be effective, marketers have to communicate in a highly relevant and coordinated fashion over an increasing number of online channels, such as email, web, and mobile phone. Our product allows them to do just that," offered Knotice CEO, Brian Deagan.

About Knotice

Knotice provides software and services for Personal Relevance Marketing (PRM), allowing marketers to communicate on a more individualized and holistic basis to build loyalty, reinforce customer relationships, and stimulate sales opportunities. To learn more about Knotice call 800-801-4194 or visit www.knotice.com.

About JumpStart

JumpStart (www.jumpstartinc.org) accelerates the growth of early-stage businesses and ideas into venture-ready companies by delivering vital, focused resources to entrepreneurs in Northeast Ohio. JumpStart identifies and invests in early-stage companies that have strong potential in the marketplace, solid prospects for high growth, and are likely to qualify for later-stage funding. Beyond investing, the JumpStart team provides a continuum of business development services to its client companies to help ensure their success.

-END-