

Pageflakes secures funding from Benchmark Capital

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Agency: **Pageflakes**

London, UK / Stuttgart, Germany, May 31, 2006 – Pageflakes, a leading player in the rapidly-growing personalised internet startpage market, announces its first round of investment by Benchmark Capital Europe, the top-tier venture capital firm behind eBay, Betfair and Setanta. The investment will be used to accelerate technology platform and product development, with the goal of establishing Pageflakes as the world's leading personalised startpage.

Pageflakes, a recent winner of the prestigious Web 2.0 award, provides a convenient one-stop access-point to a user's favourite web tools such as search, mail, blogs, news feeds, Bookmarks, Flickr photos and numerous other web services and applications. By aggregating these services onto one page, Pageflakes saves its users the effort of manually checking dozens of sites for updates every day.

Pageflakes differentiates itself with its open platform which is attracting hundreds of developers worldwide. This means that any developer, anywhere in the world, can write a "flake" - a web application such as a To-Do-List Manager, an Address Book or a Weather Module - and make it available to every Pageflakes user. Thanks to its growing community of developers, Pageflakes has been adding almost one new flake every day since its launch in March and now has 75 unique services on the site.

"We're delighted to partner with Benchmark Capital at this exciting early stage in our development," said Christoph Janz, co-founder and CEO of Pageflakes. "Their backing will boost the roll-out of Pageflakes and help make us THE web-entry point for millions of users."

"Personalised startpages will benefit from several important current trends and developments within Web 2.0, such as the rise of AJAX, RSS and open APIs", said Johan Brenner, General Partner from Benchmark Capital. "We believe Pageflakes will help users gather and sort the clutter of applications and content on the internet. We are excited to join this rapidly growing company and help drive its success."

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Pageflakes is a leading player in the rapidly-growing personalised startpage space. At www.pageflakes.com, the company provides a convenient one-stop access-point to a user's favourite internet applications and content such as blogs, news feeds, Del.icio.us bookmarks, Flickr photos and numerous other web services and applications. Since its beta launch in February 2006, Pageflakes has been adding new features at record speed. The latest innovation is the ability to share pages with friends or publish them for anyone to see.

In May 2006, the company announced that it had secured seed funding from Benchmark Capital Europe. Pageflakes was founded in October 2005 by Christoph Janz and Ole Brandenburg from Germany, and a team of developers from Bangladesh, led by Omar Al Zabir. Both Christoph and Ole are experienced internet entrepreneurs. Christoph co-founded DealPilot.com in 1997, one of the first comparison shopping services on the Internet later acquired by Shopping.com. Ole was part of the Alando.de team which built the hugely successful auction site in Germany, later acquired by eBay. Omar Al Zabir is an experienced .NET developer who has developed projects for companies such as HP, Bank of America, Citibank.

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