

# StarPound Acquires Atlanta-Based Multi-Media Messaging Provider, Rocket Dispatch.

February 7<sup>th</sup>, 2011

FOR IMMEDIATE RELEASE:

## ***After 15-month customer engagement; StarPound Technologies completes Rocket Dispatch acquisition***

ATLANTA, GA — February 7<sup>th</sup>, 2011 — StarPound Technologies, an open-source solution provider that streamlines the way businesses electronically interact, communicate and operate, today formerly announced it has reached an agreement to acquire Rocket Dispatch, a provider of an advanced multi-channel, broadcast communication engine. Rocket Dispatch will continue to focus on providing a better way to mass communicate across a variety of different communication channels, but will now also serve as the backbone for a small, but important, part of the impending Q2 release of StarPound's public-facing offering.

Michael McChesney, Chief Executive Officer, StarPound Technologies says, "This was a no-brainer. Rocket Dispatch is already tightly coupled with StarPound, we'd made a previous investment in the company and the guys over there have done more with limited resources than we could have expected... The core talent has agreed to stay on and join the StarPound Team and they are going to be a significant part of some pretty exciting things coming down the pike.

Jason Deegan (Founder), Rocket Dispatch says, "Coming under the StarPound flagship is something that we believe only helps Rocket Dispatch. We were able to build such a significant product by utilizing the technology created over there, so we are excited to join the team. I believe this is a relationship that will be greater than the sum of its parts."

## **ABOUT STARPOUND TECHNOLOGIES**

StarPound Technologies is an open-source solution provider that streamlines the way businesses electronically interact, communicate and operate. Our products and services dramatically simplify and reduce the cost of end-to-end business processes. Headquartered in Atlanta, Georgia, StarPound provides software, on-demand infrastructure and outsourcing services that enable companies to design, execute and adapt all interaction-based business processes.

StarPound's software platform is the product of years of innovation. StarPound's founder, Michael McChesney was also the founder of S1 Corp. (NASDAQ: SONE), a pioneer in customer interaction software for the banking industry. From his work at S1, he knew that the next step to improve the customer experience was to fully integrate communications, business processes and the Web.

For more information visit <http://www.starpound.net>

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## **ABOUT ROCKET DISPATCH**

Rocket Dispatch is a provider of a multi-channel, asynchronous communications engine, easily integrated into any existing web-facing platform. The Rocket Dispatch API allows any system to easily white label multi-channel communication into their offering. With a robust reporting engine, do-not-contact tracking, scheduling and escalation, Rocket Dispatch is a leading provider of outsourced communications.

For more information visit <http://www.rocketdispatch.com>

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