

## **NETSANITY COMPLETES \$20 MILLION FUNDING ROUND**

### **New Investors Include RSA Ventures and the Intel 64 Fund**

**Campbell, CA - January 16, 2001** — NetSanity, Inc., global providers of preference management infrastructure software for wireless telecommunications carriers, today announced the completion of its third round of venture funding. RSA Ventures and the Intel 64 Fund join previous NetSanity investors Argo Global Capital, McKenna Ventures and Nokia Venture Partners, completing the \$20 million round. NetSanity will use the proceeds to expand operations internationally and to add new features for carrier customers.

"We are pleased to have RSA Ventures and the Intel 64 Fund join the NetSanity investor group. Both of these investors bring value beyond capital to help NetSanity achieve organizational growth and technical excellence," said Fred Clarke, CEO of NetSanity. "We look forward to working closely with each of the these new investors."

With RSA Ventures' investment, NetSanity will have access to leading edge electronic security technology. "Personalized content distribution will be essential for wireless carriers to reduce churn and increase network traffic," said Dave Clark, partner of RSA Ventures. "NetSanity's innovative platform is positioned at the leading edge of the development of the wireless Internet. By working together, NetSanity's customers will benefit from a strategic partnership with the world leader in electronic security."

Dave Clark will join NetSanity's Board of Directors, which includes co-founders Robert Blechman and Fred Clarke, Pascal Tremblay of Argo Global Capital, Peter Buhl of Nokia Ventures, Steve Katznelson of RG Internet Partners and Fred Hoar of Miller Shandwick Technologies.

### **About Intel 64 Fund**

The Intel 64 Fund is a quarter billion dollar equity fund that invests in emerging technologies for next-generation servers and workstations utilizing Intel's IA-64 architecture. The Fund is coordinated by Intel with Compaq, Dell, HP, Intel, NEC, and SGI as co-investors. The Fund's other investors, managed by Morgan Stanley Dean Witter, include Bank of America, The Boeing Company, Circuit City, Enron, Ford Motor Company, General Electric, McKessonHBOC, Morgan Stanley Dean Witter, Reuters, Sabre, SmithKline Beecham, Sumitomo Corp., SunAmerica and Telmex. Additional information about the Intel 64 Fund is available at [www.intel64fund.com](http://www.intel64fund.com).

### **About NetSanity**

Founded in 1999, NetSanity is a global provider of infrastructure software for wireless telecommunications carriers. NetSanity's Preferences Management Engine is a carrier-grade server solution that allows wireless carriers to manage and deliver web-based information in multiple languages across all data-enabled devices—including PCs, Mobile Phones, Wireless PDAs and TV Set-top Boxes—according to the preferences of the end user. The PME and NetSanity's vast network of content partners enable carriers to deliver relevant and time-sensitive information to their subscribers wherever they are, whenever they want it. This gives carriers a distinct advantage in the struggle for market share and customer loyalty. For more information, visit [www.netsanity.com](http://www.netsanity.com).

**For More Information Contact:**  
Ty Sheppard

The Bingham Group  
415-865-2206  
[ty@thebinghamgroup.com](mailto:ty@thebinghamgroup.com)

