

## **InstallFree Secures \$8.5 Million in Financing Led by Ignition Partners and Trilogy Equity Partners**

*Start Up Named as a "Hot Company to Watch in 2008"*

**Stamford, CT., August 4, 2008** – [InstallFree, Inc.](#), the leading provider of [Dynamic Desktop Computing](#), today announced it has received \$8.5 Million in financing to drive the expansion of its product development and go-to-market teams including sales and customer support and extended its board of prominent technology veterans. Dynamic Desktop Computing is an innovative approach that seamlessly delivers applications to end-users across a wide variety of usage scenarios and enables end-users to work anywhere without limitations.

This round of financing was led by Ignition Partners, a venture capital firm based in Bellevue, Washington; and Trilogy Equity Partners, a venture capital firm also based in Bellevue, Washington. Richard Fade and John Connors of Ignition Partners and Peter van Oppen and Chuck Stonecipher of Trilogy Equity Partners will join InstallFree's Board of Directors. The round follows a first round of financing of \$1.7 Million secured in November 2007.

InstallFree launched its first product in April 2008. The company was recently selected by Forrester Research as one of its ["Hot Companies to Watch in 2008."](#) The list is comprised of companies that are focused on new business models, emerging technologies, and innovation.

"From our prior experience, we have a deep understanding of the challenges and current alternatives in the marketplace," said Richard Fade of Ignition Partners, "InstallFree's solutions deliver the benefits of application virtualization at a fraction of the cost and complexity of other solutions - while also delivering better security and mobility. We are super excited to be working with them."

"We are convinced InstallFree's platform presents a significant opportunity to bring innovative and differentiated solutions to the challenges experienced by both enterprise IT managers and end-users across the Windows applications user base," said Peter van Oppen of Trilogy Partnership. "InstallFree's technology and team are both world-class and we look forward to working with them to build a significant company."

"We are very excited to complete this round of financing and work with Ignition Partners and Trilogy Equity Partners," said Yori Gabay, Co-founder and CEO of InstallFree, Inc. "We believe the company is uniquely positioned to bring solutions to the market that address the challenges that IT departments and end-users face on a daily basis. We are very bullish about our future and expect to dramatically change the paradigm of desktop computing. Ignition's and Trilogy's vote of confidence further solidifies our position in the marketplace and we look forward to leveraging their invaluable experience."

### **Work Anywhere Without Limitations**

InstallFree's solutions improve IT operational efficiency and increase end-user productivity by eliminating the need to install software applications thus overcoming application conflicts and enabling the delivery of incremental changes on-the-fly and on-demand. All of this occurs without changing the organization's existing infrastructure.



With InstallFree, end-users can access their complete set of personal applications from any computer and work anywhere without limitations, while enjoying local application processing and offline availability—without undermining the IT department’s centralized management capabilities.

Dynamic Desktop Computing is a revolutionary platform that enables organizations to centrally deploy and manage Windows client applications to end-users in a stateless, flexible and cost-efficient manner across a variety of end-user scenarios such as the office, home or on the road. InstallFree presents an elegant solution, changing application and desktop virtualization from a one-off solution to a standard method of deploying and managing software applications throughout a company’s entire corporate infrastructure.

### **About Ignition Partners**

Ignition Partners, ([www.ignitionpartners.com](http://www.ignitionpartners.com)) is a premier private investment group with offices in Bellevue, Washington and Shanghai, China. Ignition Partners' affiliated family of funds includes Ignition Ventures and Ignition Growth Capital in the U.S. and Qiming Ventures in China. The investment group's three categories of funds — early stage venture, growth capital and China ventures — brings together an unparalleled combination of domain focus, functional expertise and global operational experience with partners from leadership positions at Microsoft, McCaw Cellular Communications, AT&T Wireless, Cisco, Starbucks and other industry leaders.

### **About Trilogy Equity Partners**

Established by a team of wireless and technology entrepreneurs, Trilogy Partnership invests private capital in areas where in-house expertise and market growth promise superior financial returns. Current businesses include operating wireless carriers in the Caribbean and Latin America as well as investments in multiple early stage application and infrastructure companies. Based on experience building mobile franchises in 12 diverse national markets, Trilogy seeks high growth opportunities in both developed and emerging countries. Trilogy’s partners have long been at the center of the global wireless revolution as founders of VoiceStream (T-Mobile) and Western Wireless (Alltel) in addition to previously holding pivotal roles as McCaw Cellular (AT&T). Trilogy Equity Partners is located in Bellevue, Washington.

### **About InstallFree**

InstallFree is a privately-held company with headquarters in Stamford, CT and Research and Development in Israel. Founded in early 2006 by a team of veterans of an automated support and ease of use software solutions company, InstallFree is the leading provider of Dynamic Desktop Computing, helping companies improve IT operational efficiency and increase end-user productivity. InstallFree's innovative virtualization technology was designed from the ground up based on extensive user input. Its executive team includes respected experts in the Windows environment based on more than 30 years of experience.

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