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## **Austin's iTaggit Inc. Secures More Than \$1 Million in Series A Funding**

*Long-time technology business leaders set to unveil new Web-based services company*

**AUSTIN, Texas, Aug. 28, 2006** – iTaggit, a new, Austin-based company, today announced it completed a \$1.04 million Series A financing round. iTaggit soon will provide Web-based services and products designed to help individuals manage their personal assets.

Austin business leader and entrepreneur David Altounian founded iTaggit early this year and serves as CEO of the company. Altounian founded Motion Computing, an Austin-based mobile technology company, and was an instrumental member of the executive team that grew the company from start-up to industry category-leader. He remains on Motion's board of directors, patent committee, technology advisory board, and product strategy steering group.

Charles Zeller, Duncan Hopkins, and Sara Fox round out the founding iTaggit executive team. Zeller was part of the founding group at Motion and is responsible for iTaggit's development efforts. Hopkins was the principal and owner of BeyondBeyond, an Austin Web design firm, and Fox previously was with IBM.

Investors participating in iTaggit's Series A round carry broad experience in technology leadership and entrepreneurship – as innovators, senior executives, and company founders. The core group of investors has deep ties to the Austin community. Group members include:

- **David Altounian**, iTaggit CEO and founder.
- **Ed Esber**, former chairman and CEO of Ashton-Tate and COO of Creative Labs.
- **Rudy Garza**, managing general partner of G51 Capital, a venture-capital firm providing financing to seed and early-stage software, hardware, and business-services companies.
- **Mike Maples Sr.**, former senior executive for Microsoft and executive vice president of the Worldwide Products Group, and current board member for Lexmark International and Motive Inc.
- **Ted Rappaport**, founding director of the Wireless Networking and Communications Group at the University of Texas at Austin, current member of the Technological Advisory Council for the Federal Communications Commission, and founder of Wireless Valley Communications Inc.
- **Steve Vandegrift**, Austin-based entrepreneur.
- **Charles Zeller**, iTaggit senior vice president of development and company co-founder.

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“iTaggit draws inspiration and direction from its Series A investors, who offer a wealth of industry knowledge and a track record of success,” Altounian said. “We look forward to launching iTaggit and sharing more about the company’s solutions and benefits in coming months.”

“We are excited about working with this team on this new venture,” said Garza of G51 Capital. “This is a group with demonstrated experience and leadership in developing new products and businesses. We’re looking for great things from iTaggit.”

**About iTaggit**

iTaggit is an Austin-based Web service with products designed to help individuals manage their personal assets. For more information, visit [www.iTaggit.com](http://www.iTaggit.com).

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