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viperks, The Leading Cloud-Based Company Store for Exclusive Employee Discount Shopping, Raises \$1.2M in Seed Funding

Cleveland, Ohio --- In today's highly competitive recruiting and retention environment, it's more important than ever for employers to find ways to make their employees feel great and increase the connection and love for the company they are working for. viperks, the leading cloud based company store for exclusive employee discount shopping has an easy answer to helping companies do just that.

viperks, a Cleveland based startup, announced today that it closed \$1.2 million in seed funding to accelerate growth and bring its unique and powerful platform to employers everywhere.

This seed round, led by angels from both the United States and the UK will fuel and accelerate expansion both in sales and marketing as well as product development.

Founder and CEO Eric Golubitsky is bullish on continuing to grow the leading easy to launch, easy to use employee-only, online discount-shopping platform. viperks makes it easy for any size company to turn on the platform and provide employees exclusive access to discounted products via a virtual employer branded online company store.

"I am excited that we've closed this first round of investment capital with a great mix of experienced technology angel investors and advisors who've had success in building global technology businesses," says Golubitsky. "This significant injection of capital reflects the unique offering we have and will allow us to take our company to the next level, establishing viperks as the most exciting new company to emerge in the employee perks and benefits space in a long time."

Over the last year, viperks has added many major brand name companies to its portfolio of customers and discount offerings.

Today, the viperks platform is available to over 125,000 employees at benefit-rich companies like Zappos, SafeAuto Insurance, Goodyear, CarGurus, Hyland Software, Nationwide Children's Hospital and many more.

Alongside these great customers, viperks is expanding its list of top-notch partners whose products are sold on the viperks platform, with well known brand names like



Sony, Dyson, Fitbit, Keurig, Lego, GoPro, Callaway, Tumi, Vera Bradley, Pandora Jewelry and Beats By Dre.

"We have grown our brand name customers by over 8X in the past year and that trajectory is accelerating. This success reflects the ease of use, unmatched deep discounts and selection of products that we offer our customers' employees," says Golubitsky. "Our unique platform offers the best products at the best price in the marketplace."

"Companies everywhere and in all industries should offer their employees a branded 'Company Store' on the viperks platform," says Scott Moss, viperks Partner and Vice President. "Our solution provides employers with the ability to easily round out their employee benefits package with a bang. "

The company will use the new funding to grow the team, continuing to expand sales and marketing, accelerating platform development, and expanding merchandising operations.

About viperks - viperks is a fast growing, private, employee-only, online discount-shopping platform. Headquartered in Cleveland, Ohio, viperks specializes in curating top brand products at guaranteed best prices, saving employees time and money. viperks is proud to call Zappos, Goodyear, Hyland Software, SafeAuto Insurance, Nationwide Children's Hospital, UrbanBound, Travel Centers of America and others our clients. For additional information please visit www.viperks.net. You can also find viperks on Facebook, Twitter and LinkedIn.