

## Intellex Closes \$9 Million in Additional Funding

*Third Point Ventures, Woodside Fund, Arcapita Ventures and New Venture Partners Participate in Series A Extension*

**SANTA CLARA, Calif. – Sept. 20, 2011** – Intellex, the leader in on-demand data visibility solutions, announced today that it has closed a \$9 million Series A extension with Third Point Ventures and current investors Arcapita Ventures, New Venture Partners, and the Woodside Fund. The investment will fund continued expansion in the fresh produce and pharmaceutical cold chain, and asset tracking and personnel monitoring markets, as well as international growth.

Award-winning Intellex XC3 Technology enables new solutions to address a multi-billion-dollar global market opportunity in these industries. In addition to supporting continued market development, this new capital investment will be used to expand partner and channel marketing programs throughout the Americas, Europe and selected markets in Asia. Rob Schwartz, Managing Partner at Third Point Ventures, will be joining the Intellex Board of Directors.

“Intellex has reached an inflection point where its technology is ready for prime time, and customers dependent upon the fresh produce and pharmaceutical cold chain are strongly validating the value proposition,” said Rob Schwartz, Managing Partner at Third Point Ventures. “We like to invest in companies with fantastic teams who have developed highly differentiated technologies that are impactful to large markets with large barriers to entry. It is rare to find all of these elements in one company but they are here at Intellex. We look forward to working with the Intellex team to capitalize on this major market opportunity.”

“Intellex continues to see significant interest in its products and the solutions they enable for improving the cold supply chain, as well as personnel and asset tracking applications,” said Tom Hawkins, Partner at Arcapita Ventures. “Intellex partners and end users alike realize the immediate business benefits of on-demand data visibility to help improve product yield, operations and profitability.”

“We are very pleased to welcome Third Point Ventures as a new investor. I look forward to working with Rob Schwartz as he brings nearly 30 years of investment and technology management experience to our board,” said Peter Mehring, President and CEO of Intellex. “We are also grateful for the continued strong support from Arcapita, New Venture Partners and Woodside Fund, who share our vision of delivering on-demand data visibility for condition monitoring in the supply chain.”

### **About Intellex**

Intellex® provides on-demand, data visibility solutions for cold chain and asset management. Its industry-leading XC3 Technology™ RFID products enable a range of solutions for fresh produce, perishable food, and pharmaceutical temperature monitoring, asset tracking, personnel monitoring, retail, healthcare and other applications. These real-time monitoring solutions can help organizations reduce shrink or loss, more closely track and manage assets, reduce cost of operations, and increase profitability. For more information, visit [www.intelleflex.com](http://www.intelleflex.com).

**About Third Point Ventures**

The Third Point funds are managed by Third Point LLC, a registered investment adviser based in New York, with approximately \$8 billion of assets under management. The firm was founded in 1995 by Daniel S. Loeb. Third Point LLC conducts venture capital activities as Third Point Ventures, which is led by Robert Schwartz, an industry veteran with 28 years of experience in private equity and technology company management, based in Sunnyvale, California.

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*Intellex is a registered trademark, and XC3 Technology is a trademark of Intellex. All other trademarked names in this document are the properties of their respective owners.*

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