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PageOnce Secures \$1.5 Million in Funding

Former Ariba & Commerce One Rivals Bobby Lent and Liron Petrushka Join Forces on PageOnce Board of Directors

(Palo Alto, Calif.) January 8, 2008 – PageOnce (<http://www.pageonce.com>), the first Personal Internet Assistant, announced today the close of \$1.5 million in funding led by successful Silicon Valley entrepreneurs Liron Petrushka and Bobby Lent. Petrushka is a serial entrepreneur who founded Commercebid.com, which was acquired by Commerce One. Currently the Managing Partner of Hillsven LLC, Lent was the co-founder of Ariba (Nasdaq: ARBA) the recognized leader in Enterprise Spend Management. PageOnce also announced that Petrushka and Lent have joined the company's Board of Directors.

"PageOnce has assembled a uniquely strong team with the vision and experience necessary to deliver a very compelling Web application that will change the way consumers and marketers use the Internet." said Lent, managing partner, Hillsven LLC.

"We are delighted to have industry veterans such as Lent and Petrushka help us build the first Personal Internet Assistant," said Guy Goldstein, CEO and co-founder of PageOnce. "We are using the capital to build a new type of consumer Web application that will solve some of the biggest pains users and marketers have today."

PageOnce, currently in private beta, offers consumers a new way to manage their Internet experience and marketers a new way to become part of the daily lives of their customers. Using its patent-pending technology, PageOnce brings consumers and marketers together.

“Savvy marketers will recognize the unprecedented opportunity PageOnce presents their brands to become part of their customers’ daily life.” added Petrushka.

The PageOnce management team, which has nearly 50 years combined experience in the technology sector, includes Co-Founder and CEO Guy Goldstein who will spearhead all aspects of technology, product development, management and strategy; Co-Founder Chief Operating Officer Ahikam Kaufman; and Vice President Research and Development Nissim Tapiro. Strategic Advisors include Christopher Lochhead, a former CMO of three public technology companies.

“Yesterday’s solutions have become today’s problems,” said PageOnce COO, and Co-Founder, Ahikam Kaufman. “We have so much information, in so many Web sites, and they all require attention. It’s a pain. This is what inspired us to create a Web site that will make the Internet experience more effective and more personal.”

Slated to launch in early 2008, PageOnce maintains its headquarters in Palo Alto, Calif. and R&D in Israel. The company has recently been chosen to participate in this year’s Israel Web Tour (<http://www.israelwebtour.com>) organized by the California Israel Chamber of Commerce.

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