



Monday, August 17, 2009

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## NEWS

### BroadHop announces new \$4.25 million expansion funding round

*Strong global demand for company's leading policy and service management solutions drives investment from Peninsula Ventures and Boulder Ventures.*

**Denver, CO —August 14, 2009 —** [BroadHop, Inc.](#), a leading global supplier of policy and service management solutions for fixed and mobile broadband networks and applications, announced today that it has closed a \$4.25 million expansion funding round from Peninsula Ventures and Boulder Ventures. Already a global leader in intelligent networking infrastructure with a worldwide network of solution integration partners and company offices, BroadHop will leverage this new funding to expand its sales and support capabilities for customers around the world and capitalize on current opportunities to accelerate its growth.

"BroadHop has a proven technology platform that has achieved significant traction in the marketplace with top-tier service providers, resulting in a strong market position in this highly strategic space in emerging and developed markets," said Brian Smith, Managing Director, Peninsula Ventures. "We look forward to working with the team at BroadHop and helping them to take their business to the next level and beyond."

BroadHop's software products are deployed with major telecom service providers, enabling them to control, monetize, and personalize media-rich applications delivery over their wireline and mobile networks. BroadHop's Intelligent Network Product Suite enables network policy-based resource control, real-time charging for network services, fair use management and application quotas, and personalized subscriber services including location and identity-based delivery of content and services. With BroadHop, compelling new services can be quickly deployed and monetized on the network, including: voice, video, and data services; parental controls; business applications for SMBs; cloud computing services; and personalized location and content services.

"The explosive growth of media-rich services and creative new applications on fixed and mobile broadband networks is making next-generation intelligent policy and charging solutions absolutely critical for operators to deliver compelling new services and maximize the return on investment on their networks," said W. William Diotte, Chief Executive Officer, BroadHop. "We plan to use this new funding to build on our record of 16 consecutive profitable quarters in order to extend and secure our leadership position in this market."

Partnering with leading equipment vendors and solution integrators, including Cisco Systems, HP, IBM, Tech Mahindra, and Dimension Data, BroadHop is headquartered in Denver, CO (USA) with offices in Paris, France; Kuala Lumpur, Malaysia; and Mumbai, India. The Company continues to expand its number of regional solution partners and support locations across Europe, Asia, the Middle East, and Latin America. BroadHop's Intelligent Network solutions have been deployed by more than 60 telecom service providers serving more than 200 million subscribers in 29 countries.

"We believe that BroadHop's current products and those in the development pipeline fill a real and immediate need for today's service providers. BroadHop is poised for accelerated growth building on its strong market position, and we are pleased to be involved," said Boulder Ventures General Partner Peter Roshko. "We look forward to partnering with the management team to enable their continued success as well as an outstanding return for investors."

For more information on BroadHop, visit [www.BroadHop.com](http://www.BroadHop.com).

#### About Peninsula Ventures

Peninsula Ventures is a venture capital firm focused on investing alongside world-class entrepreneurs in building early-stage technology based companies. The Peninsula team has over 80 years of direct venture experience and ranks among the industry's top-performing venture capital firms. For more information, please visit [www.peninsulaventures.com](http://www.peninsulaventures.com).

#### About Boulder Ventures

Boulder Ventures manages over \$300 million in venture capital partnerships. Founded in 1995, the principals of Boulder have invested in over 90 private companies. Boulder invests primarily in information technology and life

science companies. The firm has offices in Maryland and Colorado. For more information visit <http://www.boulderventures.com/>

**About BroadHop, Inc.**

BroadHop's carrier-class products suite enables the "Intelligent Network Experience", reducing the complexity and cost of deploying triple play voice, video, and data services on fixed and mobile broadband networks. Offering subscriber-awareness and real-time policy management technology, the award-winning suite of products provides a new layer of intelligence for networks and monetization opportunities for service providers. Today, BroadHop products and technology are at the forefront of service deployment with leading telecom service providers and Fortune 500 customers around the world. For more information please visit [www.BroadHop.com](http://www.BroadHop.com) or call +1-720-904-0303.

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