



Press Release – For Immediate Distribution

June 29, 2015 – Knoxville, TN: The Lighthouse Fund, Knoxville’s only angel fund, is proud to announce an investment in East-Tennessee-based PriceWaiter LLC. As part of a bridge financing totaling \$1.25M, The Lighthouse Fund joined other East Tennessee investment funds and angel investors in the round.

PriceWaiter has a patent pending e-commerce solution that makes buying and selling better, starting with negotiation -- which PriceWaiter makes fast, simple and private on any product, on any retailer’s site, anywhere on the web. As cited by Forbes in an August 2014 article, GE Capital published an extensive study on shoppers showing that shoppers take 79 days on average to research major purchases with 80% of that research starting online. Research indicates that there are three major reasons online shoppers use their “Name Your Price” functionality:

- **Customers like getting a deal (the “win”)**
- **Customers want to feel in control**
- **Customers enjoy saving both time and money**

PriceWaiter’s platform is currently being used by hundreds of internet retailers and hundreds of thousands of shoppers, adding tens of millions in incremental retail sales and millions of dollars in consumer savings. Merchants retain complete control of pricing with the simple to use functionality of the platform, and are seeing conversion rates improve by more than 20%.

The Lighthouse Fund joined The LampPost Group, Chattanooga Renaissance Fund, VaynerRSE, and individual angels as investors in the company to date. The investment is being used to expand the platform and increase sales and marketing efforts. PriceWaiter anticipates pursuing a Series A investment to follow this financing as it continues to deploy its platform to additional online retailers at a rapid pace.

The Lighthouse Fund is based in Knoxville, Tennessee and is focused on technology enabled companies with strong management teams and established competitive advantages. The Fund typically invests in early stage companies who are acquiring or already have initial customers. For further information, please contact Geoff Robson at (865) 300-3095 or John Morris at (865) 405-1105 or via email as noted below.