



RootsRated.com Eyes Growth and Secures \$2.5M Series A Investment
The Lighthouse Fund Participates in Investment Syndicate

Knoxville, Tenn. (November 12, 2015) – RootsRated.com, an outdoor media platform, has secured \$2.5M in a recent Series A funding round. The Lighthouse Fund joined the investment syndicate as part of the Series A investment. The investment positions the company for growth as a content engine and delivery platform for the outdoor industry, with early adoption in the travel and healthcare industries. RootsRated will use the investment to continue to develop its proprietary turnkey content licensing software and custom content solutions for brand and retail partners.

RootsRated has a strong presence in Knoxville as it was one of its charter cities during the launch of the platform. Working with VisitKnoxville and RiverSports Outfitters, RootsRated features prominent outdoor destinations in the Knoxville and the surrounding area including the new Urban Wilderness area. The Lighthouse Fund is based in Knoxville and is working with local investors to build a strong East Tennessee based portfolio while assisting with the growth of the next generation of companies and entrepreneurs in this region.

Since its founding in 2012, RootsRated has experienced rapid growth. The company has raised a total of \$3M in investment funds and currently employs 17 full-time personnel. Several leading CEOs from the outdoor industry have participated in the investment, recognizing that effective storytelling that is capable of reaching consumers in localized and personalized contexts across all devices and channels is critical to deeper customer engagement.

“Brands and retailers are under a tremendous amount of pressure to create and distribute engaging content. When content achieves relevance on a personal and local level, it is more useful for the consumer and can provide fuel for the modern marketer to build awareness, generate leads, and impact the bottom line. The challenge for most brand marketers is that the time required to create and distribute content that achieves the right mix can be overwhelming,” said RootsRated Founder and CEO Fynn Glover. “We’re establishing a network of expert outdoor content creators and delivering localized content to brands and retailers to help them think and function as publishers on a turnkey basis.”

The Lighthouse Fund is based in Knoxville and is actively investing in early stage companies with a primary focus on the East Tennessee region. Over the next 2 – 3 years, the Fund will make investments up to \$250,000 in 10 – 12 companies. The Fund’s portfolio will focus mainly on technology enabled services or products that solve a significant problem in large, growing



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markets. The Fund is working with successful entrepreneurs in East Tennessee to also mentor and help grow portfolio companies.

RootsRated is a platform that connects people and brands with original content about the best outdoor experiences, hand-picked by local outdoor experts and written by professional writers. RootsRated provides sponsored content and subscription-based content licensing to major brand partners in the outdoor, travel, and healthcare industries, including Marmot, Merrell, Outdoor Research, Utah Office of Tourism, BlueCross BlueShield of Alabama, and OrthoCarolina. As brands come under increasing pressure to act as publishers, RootsRated empowers marketers to engage in localized conversations through content that informs and inspires a healthy, outdoor lifestyle. Founded in 2012, the company is one of the fastest growing media platforms in the outdoor vertical.