

FOR IMMEDIATE RELEASE

Playbuzz announces \$16M funding to extend its global leadership in content engagement

#1 Shared Publisher on Facebook Announces Series B Funding, Expanding WW offices

New York, NY and TEL AVIV, ISRAEL– March 18, 2015 – Playbuzz, the company behind the world’s leading platform for online content engagement and social distribution, announced today that it has raised \$16 million in Series B financing. The round was led by venture capital fund 83North, with additional investment from Saban Capital and participation of existing investors Carmel Ventures and FirstTime Ventures. The new investment will be used to expand the company’s global operations, enrich the variety of formats available on the platform and empower online publishers with extended authoring, distribution and monetization capabilities. In addition to its New York Headquarters, PlayBuzz is opening offices in Asia and Europe.

Founded in 2012 by Shaul Olmert and Tom Pachys, Playbuzz enables publishers, bloggers, marketers and brands to connect with audiences in a meaningful and share-worthy way, through interactive storytelling in snackable formats such as quizzes, lists, surveys, ranking and more. Within one year of its launch, the Playbuzz platform has attracted a rapidly growing community of thousands of publishers and content creators who author, embed and distribute compelling, fun content optimized for user engagement and social sharing. Playbuzz is seeing over 80 million monthly unique visitors and has been ranked the #1 most shared publisher on Facebook for four consecutive months according to NewsWhip.

“The immense popularity of social media has disrupted the digital publishing industry”, said Shaul Olmert, Playbuzz Founder & CEO. “Playbuzz’s free platform enables content owners to rely on its proven, ready-made content formats, and deliver content items that are ideal for their target audience, for cross platform adaptability and for social sharing.”

“Playbuzz’s dramatic growth and fast adoption points to the market’s thirst for a scalable platform to create viral audience engagement” said Arnon Dinur, Partner at 83North, who has joined Playbuzz’s board of directors following the investment. “We are thrilled to invest in this category leader, whose meteoric rise in popularity has made it the destination of choice for publishers seeking to engage today’s always-connected, always-evolving digital audiences.”

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About Playbuzz

Playbuzz is a free content platform that enables publishers, bloggers and brands to create, distribute and embed quizzes, polls, lists and other playful formats of engaging content on any website or mobile app. The world’s leading publishers use the Playbuzz platform to engage users, increase web traffic, boost their reach, and optimize content for maximum social interaction and shares. For the past four months, the NewsWhip index has ranked Playbuzz as the most shared publisher on Facebook, globally. To date, the Playbuzz network of partner publishers and creators, has distributed content powered by the platform to some 500 million audience members.

For more information please visit <http://publishers.playbuzz.com> or create your own playful content at www.playbuzz/create.com and follow us on Twitter [@play_buzz](https://twitter.com/play_buzz).

About 83North

83North, formerly Greylock IL, is a global venture capital firm with more than \$550 million under management. The fund invests in exceptional European and Israeli entrepreneurs, across all stages of consumer and enterprise companies. With offices in London and Tel-Aviv, 83North is the sum of the latitudes of these two main hubs of operation.

For more information visit www.83north.com and follow us on Twitter [@83NorthVC](https://twitter.com/83NorthVC)

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