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FOR IMMEDIATE RELEASE

Karlin Ventures Invests in Invested.in

Recently Launched Early Stage Investment Fund Invests in Crowdfunding and White-Label Crowd Sourcing Platform

Los Angeles, CA, October 31, 2012 – Karlin Ventures, an early-stage venture capital fund, has invested in Invested.in. Invested.in (<http://invested.in/>) is an enterprise white-label solution for crowdfunding and crowdfunding services. They offer social fundraising solutions for individuals, charities and businesses of all sizes. Popstar Avril Lavigne has chosen to use Invested.in to launch her Rockstar Room, which will use crowdfunding to raise money from her fans to support children and youth with serious illness and diseases. Invested.in is out of Amplify.LA, one of the top three startup accelerators in Los Angeles. The *Wall Street Journal*, described Invested.in as “The technology leader in crowdfunding” and *VentureBeat* has said it is “One of the brightest ideas at DEMO.”

TX Zhuo, Partner of Karlin Ventures, said, “Alon and Yadid are one of the most humble, yet talented entrepreneurs I have met. I like how Invested.in serves as a tracker for the rapidly growing crowdfunding industry. While the JOBS Act will open up the market for for-profit crowdfunding activities, I see the biggest potential in non-profit crowdfunding and Invested.in is well poised to ride this wave with celebrity clients like Avril Lavigne.”

About Karlin Ventures

Karlin Ventures, LLC, is the early stage investment division of Karlin Asset Management, LLC. Karlin Ventures seeks to invest \$100,000 to \$1 million per investment primarily in education technology, digital media, healthcare IT, and financial services, but considers opportunities outside those sectors as well. To entrepreneurs, Karlin Ventures offers speed and responsiveness, the commitment of a partner, and a broad and deep network in the investment and operating communities. The Company maintains offices in Los Angeles, CA. Its phone number is (310) 806-9700. Its website is located at www.karlinvc.com.

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About Karlin Asset Management

Karlin Asset Management is a Los-Angeles-based private investment firm managing over \$1.4 billion of unleveraged capital. It has a number of active investment platforms, including public equities, real estate, lending, and residential mortgages. Its phone number is (310) 806-9700.

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