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**Online Retail Platform Brandlive Secures \$1.6 Million Funding; Adds GoPro As Customer**

*Funding to Help Accelerate Future of Live Video Retail for Enterprise Customers Such as Adidas and REI*

Portland, OR—September 9, 2013—[Brandlive](#), the only platform to combine product demonstrations, social interaction and direct e-commerce to create live online retail events, today announced it has completed a \$1.6 million Series A round led by the [Oregon Angel Fund](#). The company also announced today that GoPro® has signed up as an enterprise customer, joining other recognizable brands like Adidas®, Marmot®, Nordica, Crock-Pot® and Levi Strauss & Co.®

“Brandlive is the next step in the future of retail to provide brands with a turnkey live online retail store,” said Scott Sandler, fund manager, Oregon Angel Fund. “Imagine retailers and brands being able to have product experts available live just as if customers’ had walked into the brick and mortar store. This platform is transformative and will dramatically expand the reach of online retailers from small-to-large.”

Brandlive is adding enterprise customers every day and typically delivers three times the conversion rates compared to an average e-commerce site. Over the past two years, companies have dramatically increased customer conversion rates and lowered internal product communication costs using this turnkey solution.

“GoPro is constantly pushing technology innovation boundaries to enhance a customers experience,” says Nick Stagege, senior global training manager at GoPro. “We needed a first-of-its kind interactive platform to help retailers worldwide experience and share-first hand product knowledge with their customer. Our products connect people together and Brandlive helps us to communicate that vision in a simple and cost-effective manner to lots of enthusiasts.”

Brandlive will use the new funding to grow its sales and marketing team, and focus on customer success. “It’s a very exciting time for Brandlive, our investors and customers as we reach critical mass,” said Fritz Brumder, CEO, Brandlive. “Leading brands have already proven the platform in the market and it’s time to focus on scaling the customer experience. Every product company in the world should consider using Brandlive to interact with more customers than ever before.”

**About Brandlive:**

Brandlive is the leading solution for Live Video Commerce. Retailers and brands use the platform to create highly engaging online events for their products - combining live video, social interaction and instant commerce. Brands like Crock-Pot, Adidas & GoPro have dramatically increased customer conversion rates and lowered the cost of communicating product details to customers, partners, and employees using Brandlive’s turnkey solution. To learn more about Brandlive or schedule a product demonstration today, visit [www.yourbrandlive.com](http://www.yourbrandlive.com)