

HYPE secures significant growth financing for further international expansion

HYPE, a leading provider of idea and innovation management solutions, today announced that it has closed a multi-million Euro growth financing round led by funds advised by ViewPoint Capital Partners. The investment will be used to further expand the company's leading position by strengthening sales and marketing efforts worldwide.

HYPE offers global enterprises and medium-sized companies across all industries HypeIMT, an end-to-end software solution designed to fully leverage the benefits of an optimized idea and innovation management process across all levels of an organization. HypeIMT delivers the solution required to capture, manage and process ideas for innovation and organizational excellence on an enterprise-wide basis. Since the product launch in 2001, the company has rapidly expanded its market presence, addressing an international customer base and continuously delivering high quality support with best practices for the idea and innovation management process.

"HYPE has a unique position as a clear market leader in a fast-growing market niche. With a solution that addresses all challenges faced in an innovation process and the unprecedented ability to easily adapt to customers' needs and corporate process structures, HYPE has a strong competitive advantage," says Urs Ehrismann, Managing Partner of ViewPoint Capital Partners. "The company has already demonstrated an impressive track record with an annual growth rate of 40% over the last seven years and a broad base of international blue chip customers."

"We feel that ViewPoint with its market insight and know-how as an experienced growth investor and software specialist is the perfect match for us," says Dr. Enno Scholz, CEO and Co-Founder of HYPE. "In the past months, companies of all sizes and in all geographical locations have expressed strong interest in our innovation management solution. With additional capital, we will quickly expand to serve our rapidly-growing customer and prospect base, while further extending our solution excellence and leadership, also in the SaaS environment," he added.

About Hype

HYPE Softwaretechnik GmbH is a leading idea and innovation management solution provider. With more than 130 installations, HYPE supports global enterprises and medium-sized companies across all industries in their efforts to capture, manage and process ideas for innovation and organizational excellence on an enterprise-wide basis. HYPE has deployed major installations in Europe, the Middle East and in the USA for leading enterprises, such as BASF, Bosch, General Electric, Nokia-Siemens, Procter & Gamble, Roche, Siemens, Lockheed Martin and General Mills. The company is headquartered in Bonn, Germany with a subsidiary in Denver, USA. See www.hypeinnovation.com for more information.

About ViewPoint Capital Partners

Viewpoint Capital Partners is a specialized European Private Equity firm, solely focused

on commercially successful software and Internet technology companies, with a clear value proposition and revenues ranging from € 3 million to over € 30 million. With funds of over € 200 million under management, ViewPoint provides capital for growth and international expansion, shareholder liquidity, buy-outs and acquisitions. Investors in the funds advised by ViewPoint include European banks, international funds-of-funds, asset managers, pension funds and insurance companies, as well as selected private individuals. See www.viewpointpartners.com for more information.

Press contact:

Marietta Dräger
Frische Fische Agentur für Text & PR
Tel.: +49-30-629 011 73
E-Mail: marietta.draeger@frische-fische.com

Company contact:

Sebastian Pfingsten
HYPE Softwaretechnik GmbH
Tel.: +49-228-2276 – 123
E-Mail: sebastian.pfingsten@hype.de