



BOBBER INTERACTIVE CORP. CLOSES SERIES A CAPITAL ROUND

March 29, 2011 – Seattle, WA: Bobber Interactive Corp. announced today that it has raised its first venture funding in a Series A round led by PEAK6 Investments, L.P. (“PEAK6”), an award-winning financial services firm with innovative businesses in capital management, online retail brokerage, and the consumer Internet. Also participating in the round is Dove Capital Partners, a financial services venture fund focused on payments and alternative channels. PEAK6 and Dove Capital Partners join a host of notable angel investors and provide extensive industry expertise and strategic value to support Bobber’s development and growth.

Bobber provides young adults an innovative FDIC-insured payment and savings platform that combines social media and game psychology to drive user acquisition, engagement and loyalty. The company is targeting the 30 million Gen Y consumers who play social games on Facebook in the U.S. and represent \$200 billion in annual discretionary income. Facebook is considered the biggest marketing opportunity facing the financial services industry, with 90% of financial institutions dedicating marketing budgets to social media going forward. Bobber will also drive opt-in lead generation for financial institutions.

The company debuted last year at Finovate, San Francisco, where it won “Best of Show” against 35 competing companies. The largest retail banking conference, BAI Retail Delivery, featured Bobber in a session called “Six Big Ideas that Will Shape the Future of Finance” and the leading global Marketing firm JWT highlighted the company in their annual “Top 10 Trends that will Significantly Impact Consumer Behavior in 2011.”

Bobber will begin testing on Facebook in the coming months. Product integration with the company’s first financial partner, Plastyc, is underway and will enable Bobber to offer a payment card as a core financial product.

ABOUT BOBBER INTERACTIVE CORP.

Bobber Interactive Corp. provides young adults an innovative cash management tool that drives lead generation for financial institutions. Users simplify the way cash flows through their daily lives and benefit from a tailored loyalty and rewards program grounded in their most meaningful personal goals, all through the involvement of friends and family. Bobber’s management team comes from financial services, game design and technology development with a strong track record of success.

ABOUT PEAK6 INVESTMENTS, L.P.

PEAK6 Investments, L.P. (“PEAK6”) is an award-winning financial services firm with a range of innovative businesses. From risk management and market making to retail brokerage and social networks, PEAK6’s success is built on relentless innovation, flawless execution, and fierce entrepreneurialism. PEAK6 was founded in 1997 on the simple notion that there has to be a better way. PEAK6 has invested in the best people and the best technology to create a financial services firm with unprecedented success.

ABOUT DOVE CAPITAL PARTNERS LLC

Dove Capital Partners LLC is a venture capital and consulting firm focused on two sectors within financial services: Payments and alternative channels. Their 25+ years of experience working closely with and advising major companies on critical strategic and operational issues gives them a unique industry perspective and provides significant benefit to their clients and the companies in which they invest.