

Argyle Social Raises \$1.2 Million in Financing Led by Madison River Ventures

Durham, NC — September 14, 2011 — Social media marketing software provider Argyle Social (<http://argylesocial.com>) today announced that it has completed a \$1.2 million Series A financing round led by Madison River Ventures.

Other investors participating in the round include existing investor IDEA Fund Partners and new investor Greg Cangialosi, the Founder & CEO of email marketing service provider Blue Sky Factory, which was recently acquired by WhatCounts.

Argyle Social develops data-driven social media marketing software for small and mid-size online retailers, marketing departments, and agencies. Argyle's Software as a Service (SaaS) marketing solution enables marketers to more effectively publish relevant content, manage customer engagement, and measure campaign performance on social networks like Facebook, Twitter, and LinkedIn.

"Argyle Social is on a mission to help marketers drive meaningful business outcomes through social media marketing," said Eric Boggs, Founder and CEO. "We'll put this round of capital to work by accelerating product development and customer acquisition. We're very actively recruiting software developers and sales associates to join our cause."

Argyle Founder and CTO Adam Covati is excited about growing Argyle's product team and capabilities. "We're building technology to tackle big data problems for social media marketers. This funding will help us address more of these problems on a much larger scale."

"This financing reflects Argyle's emergence as a best-in-class social media marketing software provider. We're excited to continue working with Argyle and to help the team accelerate its already impressive growth," said Steve Vanderwoude, Principal at Madison River Ventures and Board Director at Argyle.

Argyle Social is based in Durham, NC. The company launched in December 2009 and received a grant from NC IDEA in January 2010. After designing a prototype and signing several early-adopter customers, Argyle closed a \$325K seed financing in October 2010. Argyle has raised \$1.6 million in financing to date. This most recent round of financing will be used to accelerate product development and customer acquisition.

Resources

To learn more about Argyle Social, visit <http://argylesocial.com>

To learn more about Madison River Ventures, visit <http://madisonriverventures.com>

To learn more about IDEA Fund Partners, visit <http://ideafundpartners.com>

About Argyle Social

Argyle Social is on a mission to help marketers drive meaningful business outcomes through social media marketing. Argyle's Software as a Service (SaaS) social media marketing solution enables marketers to more effectively manage and measure marketing campaigns on social networks like Facebook, Twitter, and LinkedIn. Hundreds of mid-sized businesses - including Gander Mountain, Backupify, and The Leukemia & Lymphoma Society - rely on Argyle to power their social media marketing programs.

Argyle is based in Durham, NC. For more information, visit <http://argylesocial.com>, read the blog at <http://argylesocial.com/blog>, & follow on Twitter at <http://twitter.com/argylesocial>.

About Madison River Ventures

Madison River Ventures, based in the Research Triangle area of North Carolina, is an active investor in early stage e-commerce and SaaS companies. MRV invests in extraordinary entrepreneurs who have the vision, ability, and drive to build great teams and even greater companies.

About IDEA Fund Partners

Located in Research Triangle Park, IDEA Fund Partners provides seed and early stage equity funding along with company building expertise to IT, materials technologies and medical device companies in North Carolina, as well as the Southeast and Mid-Atlantic regions. Currently investing out of its first fund, IDEA Fund Partners has invested in seven companies since 2006. Learn more at <http://ideafundpartners.com>.

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