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## **PlantSense Raises \$3.5 Million in Funding**

*PlantSense Kicks-Off Beta Program  
New Internet-Connected Device Will Help Ensure Plants Thrive*

**SAN FRANCISCO, Calif. June 16, 2008.** – PlantSense, a pioneer in Internet-enabled gardening tools, has received \$3.5 million in Series A funding from Gabriel Ventures and independent investors. Working in combination with its free Internet service, the PlantSense tool recommends which plants will thrive in a specific location and diagnoses what is wrong with ailing plants. The device, due to be launched later this year, can be used year-round in homes and gardens.

“Americans spend \$21 billion annually on plants, but a third of those plants die within a year,” said Matthew Glenn, CEO for PlantSense. “For many people, gardening, and especially figuring out what to plant where, is a frustrating and expensive process of trial and error. PlantSense’s device will be like having a botanist in your pocket making it easier and less work to enjoy thriving plants.”

### **How It Works**

Gardeners place the PlantSense tool anywhere they’d like a thriving plant, for example on a windowsill or in a shady spot in the backyard. After 24 hours the user plugs the device into a USB port on a PC or Mac, and the PlantSense Web site analyzes the collected data (soil conditions, sunlight, moisture, etc) against a large database to recommend plants that will thrive in that particular spot.

PlantSense was founded in 2006 by Matthew Glenn, CEO, and David Wilkins, CTO, who discovered that while the technology and science existed to improve plant selection and plant care, it had yet to be packaged in an easy to use format for consumers. PlantSense has hired scientists and PhDs with Plant Physiology and Horticulture qualifications, and built a comprehensive database to ensure that the PlantSense device is compatible with plants and seeds in each local market.

“Gardening is one area that has often been overlooked by Silicon Valley – yet it’s one of America’s favorite pastimes,” said Ben Bjarin of Creative Strategies. “It’s exciting to see a company use the latest technology and Web approaches to innovate in this area,” said Bjarin.

“There is a growing trend toward connected digital devices that are designed to help consumers.” said Jim Long of Gabriel Ventures. “We believe PlantSense is filling a real need in the market.”

The company will use its recent funding for product development, operations, production and marketing.

PlantSense is currently inviting applicants to beta test the PlantSense tool. To be considered as a beta tester please visit [www.plantsense.com](http://www.plantsense.com).

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### **About PlantSense**

PlantSense was founded in 2006 to take the guesswork and frustration out of home gardening by bringing the expertise of professionals to the fingertips of the amateur. The company's first product will be a smart, Internet-connected device that reveals exactly what plants will thrive in a specific location. By applying proven, scientific techniques used by professional winemakers and greenhouse growers, PlantSense allows anyone to enjoy a beautiful indoor or outdoor garden — from a single bedroom begonia to a backyard bed of roses. For more information visit [www.plantsense.com](http://www.plantsense.com).