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Vionic Raises \$900k to Take On the Social Offer Market

Social Deals Platform Creates Promotions on Facebook, Twitter, Google+

SAN DIEGO – October 1st, 2013 – Vionic Inc., a social media deals platform, announced today that it has raised \$900k from prominent angel investors.

“We are thrilled to offer our Deal Maker technology to help drive new customers and cash flow for enterprise companies, agencies and SMBs. They will join clients such as The UPS Store, Office Max Mexico and Pure Barre, as well as thousands of successful brands across North America,” said Kosta Gara, Vionic founder and CEO. “As social media matures, business owners are looking for ways to monetize on time already invested in building an online audience. Many have grown frustrated by the lack of ROI. Our tools are designed to help small businesses reap the rewards of social media.”

With the additional funding, Marie DeOrio has joined as vice president of marketing. DeOrio, a Duke graduate, has held marketing roles at various technology startups. Board members include Dr. Jeff Donahue, former CFO for notable Southern California tech firms including Ostendo, EMN8 and Accordent and two-term retired Mexican Congressman Benjamin González Roaro.

During the soft launch, Vionic’s technology generated close to one million dollars for clients. Vionic addresses a major challenge confronting merchants today by making it easy to create eye-catching deals and share them across social media for maximum ROI. Merchants interested in Deal Maker can sign up today for a free trial and launch a campaign effortlessly with just six steps in six minutes.

About Vionic

Vionic’s Deal Maker application is a social media deals platform that enables brands to offer exclusive promotions on Facebook, Twitter and Google+.

Vionic drives new customers and cash flow for brands, while partnering with business owners to help them unlock the potential of social media through online deals, contests, coupons, sweepstakes, promotions, giveaways and more.

<http://vionic.com>