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VisibleGains Announces Launch of TechCrunch Disrupt Finalist Postwire

Application Helps Professionals Share Private Content in a Personalized, Highly-Visual Way

WALTHAM, MA--(Marketwire - May 24, 2012) - VisibleGains, developer of award-winning software that helps businesses better communicate with their customers, today announced the launch of Postwire, an application that enables users to share content -- videos, images, documents, web links -- with anyone via private pages. Early users have found such value in sharing information with Postwire that it was selected as a finalist at this year's TechCrunch Disrupt NYC.

"We developed Postwire with the goal of creating a super simple approach for helping professionals and clients get on the same page -- *literally*," said Cliff Pollan, co-founder and CEO at VisibleGains. "Sharing just the right information goes a long way toward helping your clients succeed. Now, everyone from small business owners to sales and account teams to physical therapists can easily offer each client a personalized resource page to reference at any time."

The ability to visually display content on a private page makes Postwire an ideal tool for client communications. Rather than bombard clients with attachments, users can:

- Collect and share content visually on one private page;
- Curate content so it reflects just what the recipient needs;
- Exchange comments between sender and recipient;
- Add new content or resources to the page over time;
- Receive automatic notifications when there is activity on the page;
- Invite others to join the page.

Owen Blevins, vice president of sales and marketing for Mid Atlantic Concrete Equipment in Lancaster, PA, is an early adopter and fan of Postwire. "Postwire elevates our company in the eyes of our customers. We're able to respond to inquiries quickly with accurate data that is organized in one place. It really gives us a competitive edge. Our communications are tailored and professionally presented. It makes it look as though we spent hours when we only spent minutes."

"Postwire increases the efficiency of our patient care," said Mike Roberts, Postwire user and owner of Central Massachusetts Physical Therapy & Wellness in West Boylston. "As our team is working with a patient, we capture video of our coaching instructions and post that content to his or her private page. The patient can refer to the personalized videos and supporting documents when he or she performs at-home exercises. It's easy, it's personal and it helps our clients get better faster."

To start using Postwire and get your free account, visit <http://www.Postwire.com/>. To learn more about VisibleGains, please visit <http://www.visiblegains.com/>.

About VisibleGains

Founded in 2010, VisibleGains (www.visiblegains.com) builds software products to help professionals connect with their clients in a more visual, interactive way. Products include Postwire, an application that allows professionals to share content via personalized, private pages; and Video Apps, which allows users to create interactive videos, giving viewers more control over their experiences. VisibleGains is a private, investor-backed company headquartered in Waltham, Mass.

About TechCrunch Disrupt NYC 2012

TechCrunch Disrupt NYC 2012 (<http://techcrunch.com/events/disrupt-ny-2012/>) is TechCrunch's third annual conference in New York City. The format combines top thought-leader discussions with new product and company launches. Morning executive discussions debate timely disruptions in media, advertising and technology while the afternoons are reserved for the Startup Battlefield where 30 new companies will launch for the first time on stage, selected to present from more than 1000 applications

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received from around the world. The winning company will receive a \$50,000 grand prize and the Disrupt Cup at the conclusion of the conference. The conference is May 21-23, 2012, at Pier 94 located at 755 12th Avenue (at 55th Street & 12th Ave.) in Midtown New York.



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