

## **SB Axxess acquires location based mobile firm SBClick – Creates win-win-win for Community**

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### **FOR IMMEDIATE RELEASE**

Santa Barbara, CA. June 1, 2013 — Santa Barbara Axxess, LLC. has completed the acquisition of Santa Barbara Click, AKA, SBClick, LLC for an undisclosed sum. The asset sale completed earlier this year directly between Noospheric – the SBClick parent company and Santa Barbara Axxess enhances the Axxess distribution model and helps the company expand its marketing platform and mobile.

Karim Kaderali, founder and CEO of Axxess explains the thinking behind the acquisition, "Axxess is the only all inclusive marketing program for area businesses that combines print with web and mobile technologies. The acquisition allows us to deliver customized location relevant offers from local merchants to local consumers. There's nothing like it."

SBClick was founded in 2008 by startup accelerator Noospheric led by entrepreneur Jacques Habra. "When we founded SBClick, we wanted to provide an easy way for local merchants to connect with consumers based on their physical, geographical location," says Habra. "We achieved that goal serving several hundred merchants and thousands of users."

Noospheric's focus shifted in 2012 to applications and systems rooted in the Quantified Self movement. "As we examined the growth plan and realized additional capital would be necessary, the opportunity to consummate a deal with SB Axxess came to light."

As is the case with many merger and acquisition deals, timing played a pivotal role. "I think right when they (Noospheric) were looking to re-invent and re-launch the brand, we were looking to develop the technology and early adopter user base – the timing was perfect," says Kaderali.

Axxess will soon launch an upgraded free version of the SBClick application and systems wrapped under the "Axxess" brand . The app can be customized so that the user only receives information and offers that they desire; whether they have an Axxess Membership or not.

"We are delighted with the transaction and working with Karim and his team in the knowledge transfer has been a smooth process," Habra shares. "The real winner is the community both local and regional as now Axxess has a very strong mobile platform to extend its already high performing business offering as they expand into other locales," Habra continued.

"This truly is a win-win-win deal as we expand on the technology SBClick built and create something that has yet to be done successfully on a local level," Kaderali added.

Noospheric has since developed two new startups and plans on staying connected to SB Axxess to ensure the launch of the mobile offering is a success.

Axxess serves four California markets including Santa Barbara, Ventura, Conejo Valley & The South Bay of Los Angeles. The new version of the app will be launched this coming July and can be downloaded for free from iTunes.

### **About Noospheric**

Noospheric is a startup accelerator based in Santa Barbara, CA that develops technology based companies primarily in the Web based, mobile, and quantified self realm. Local success

stories include the launch of Phone Halo, SBClick, FreePropertyAlert.com, and First Click. Noospheric will soon announce its first Quantified Self platform called "Self Echo." To learn more visit [www.noospheric.com](http://www.noospheric.com).

**About SB Axxess**

Axxess was founded by Karim Kaderali in Santa Barbara, California in 1999. Today, Axxess is one of the largest and fastest growing paid consumer memberships in California, with programs in Santa Barbara, Ventura, Conejo Valley & the South Bay of Los Angeles. In 2011, Axxess was honored to be Santa Barbara's "*The Community Business of the Year*." To learn more, visit [www.sbaxxess.com](http://www.sbaxxess.com)