

FOR IMMEDIATE RELEASE

Contact: Carrie Requist
Phone: 970-846-8659
Email: carrie@ugrokit.com

U Grok It Receives Seed Funding, Building Demo Units
Smartphone RFID that lets businesses manage their stuff
Seed funding will create demo units for customers and partners to test.

Steamboat Springs, CO – November 12, 2012 – Colorado startup, **U Grok It, Inc.**, creators of U Grok It, smartphone RFID that lets businesses manage their stuff, announced their seed funding today allowing them to take the next step in product development and create demo units for customers and partners to test.

U Grok It brings the RFID that is currently being used in the supply chain to businesses to manage their stuff. Be it the inventory that they sell; the tools they need to get the job done; the stuff that inevitably piles up around the office. Whatever stuff it is, it is constantly moving towards chaos and disorder, causing frustration and costing time and money. With U Grok It, inventory can take minutes instead of days, equipment can tell you the maintenance it needs, and you can find the exact thing you need right when you or your customer need it.

With U Grok It, businesses can identify, locate, track and inventory their stuff easily and efficiently. U Grok It makes the standard enterprise UHF RFID available and affordable to all businesses. U Grok It is the only UHF RFID system that works on the iOS and Android devices that businesses are standardizing on.

The announcement of seed funding puts U Grok It in an exclusive group of startups as typically only 1%-4% of startup companies every succeed at raising investment capital.

"The seed investment that we just announced is a huge milestone and vote of confidence that U Grok It will succeed," said Carrie Requist, Co-Founder and CEO of U Grok It.

About U Grok It

U Grok It is Smartphone RFID that lets businesses manage their stuff. We take the standard UHF RFID that revolutionized the supply chain and make it accessible and affordable for all businesses. U Grok It includes the grokker hardware that attaches to any iOS or Android device, the U Grok It application, cloud-based backend and development system that lets mobile developers quickly and easily add RFID functionality to their products. U Grok It was founded in 2011 by husband and wife team of Carrie and Tony Requist and is located in Steamboat Springs, CO and San Francisco, CA.

Product images, specifications, videos and management team head shots are available at the U Grok It website at <http://ugrokit.com/press.html>