



## Isabella Products, Inc. Company Fact Sheet

### Corporate Headquarters

9 Damonmill Square, Suite 4A  
Concord, Ma 01742  
URL: [www.IsabellaProducts.com](http://www.IsabellaProducts.com)

### Mission

Isabella Products, Inc. is a new consumer electronics company focused on the rapid development of innovative solutions for emerging consumer needs.

### Market Focus

Founded in 2008, Isabella Products, Inc. is a next generation consumer electronics company dedicated to developing mobile Internet devices and services. Isabella focuses on creating intuitive, simple and innovative devices by leveraging the very latest in hardware, software and wireless technologies to create a rich user experience. Isabella is guided in its technological innovation by four core principles: modular design; open-source software development; touch interface; and scalable architecture. These four elements allow Isabella to rapidly design and develop new products and services cost effectively. The company's seasoned team of professionals have built and managed some of the world's greatest consumer successes at companies such as Motorola, Reebok, Disney and Bose.

### Products

Through its initial product, **Vizit™**, Isabella Products, Inc. enables consumers to interact with the billions of unshared images found within camera phones, PCs, and across the Internet. Vizit is the first two-way, touch screen digital frame using the mobile network. Built from the ground up with a 10.4" high resolution, full-touch LCD screen and with a sleek, durable body, the Vizit frame fits in any home or office setting. The frame receives photos over the mobile network creating a truly interactive and engaging experience with the ability to manage, share and respond to any image in real-time. From a cell phone or computer, photos can be sent to the frame's personal email address, appearing only moments later. Along with the Vizit frame comes a personal [VizitMe.com](http://VizitMe.com) photo account, allowing for remote management of photos, which is especially convenient if you manage a frame for a friend or family member who is not an online user. Through its [VizitMe](http://VizitMe.com) content management service, Isabella will effectively and securely deliver and manage real-time content experiences among a portfolio of innovative products. Also part of the Isabella portfolio is the recently announced **Fable™**, a handheld, connected children's tablet for reading, drawing, gaming, and photo sharing.

### Management Team

[Matthew I. Growney](#), Founder & Chief Executive Officer  
[Stephen N. Mills](#), Chief Financial Officer  
[Michael Caine](#), Founder & Vice President of Engineering  
[Dan Williams](#), Vice President of Product Development

### Board of Directors

[Matthew I. Growney](#), founder & chief executive officer, Isabella Products, Inc. and Rudyard Partners  
[Robert L. Growney](#), partner, Edgewater Growth Capital Partners  
[Mitchel Sayare, Ph.D.](#), director and chairman of the board, ImmunoGen

### Contacts

Corporate contact: [pr@isbellaproducts.com](mailto:pr@isbellaproducts.com) 978-287-0007  
Media contact: Annie Perkins, [aperkins@pancomm.com](mailto:aperkins@pancomm.com) 978-474-1900

