For Immediate Release

**Madison-based Abodo.com closes $325k seed round, expands to Milwaukee.**

*Abodo’s traction in Madison attracts local investors who double down on promising Midwest growth strategy.*

**Milwaukee, WI** -- August 5, 2013 --

Abodo.com (formerly MoveInMadison.com) finalized its seed round after graduating from Wisconsin based accelerator, gener8tor, in May 2013. The round included 7 Wisconsin investors and one out-of-state angel investor. It was led by members of Nesnah Ventures, a small venture firm founded by the Hansen family out of LaCrosse. It also included a strategic investment from Michael Taus, one of the original co-founders of Rent.com, who is also a close advisor to the company. Investors committed to the round after Abodo helped more than 40,000 Madison renters find a new apartment in the last 12 months. The round funds expansion plans for the midwest, including Milwaukee, which launched on Abodo.com today.

“Abodo's launch in Milwaukee shows that local tech startups can solve very tough problems, like the apartment rental search process. Alec’s team has built a strong brand while providing the very best experience for both renters and landlords. Abodo.com is the one-stop-shop for apartment searching.” said Troy Vosseller, co-founder of gener8or.

Abodo works directly with managers to efficiently reach qualified renters. Most apartment listings are free for the landlords which helps create a robust, searchable inventory that drives more renters to the site. Each apartment listing includes pricing, photos, descriptions, and amenities listings as well as contact information for the managers. For landlords interested in listing on Abodo.com, visit <http://list.abodo.com/> or contact CEO Alec Slocum at [alec@abodo.com](mailto:alec@abodo.com).

Milwaukee’s launch brings 130 properties throughout the downtown, West Allis, Bay View and Shorewood areas to local renters. To search for an apartment on the site, visit [www.Abodo.com/Milwaukee-WI](http://www.abodo.com/Milwaukee-WI).

**About Abodo**

Abodo's core mission is to create the most accurate, up-to-date, and intuitive apartment listing service in the country. Since its founding Abodo employs 5 Wisconsin natives and is now a qualified new business venture in Wisconsin.

Contact information:

Rich Hankison

rich@abodo.com

Chief Marketing Officer