



Press Release

FOR IMMEDIATE RELEASE

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Brown Rudnick Represents Index Ventures in \$7.5 Million Series A Investment of Swipely

London, U.K., May 12, 2010 -- Brown Rudnick, an international law firm, today announced that its European Venture Capital & Emerging Growth Practice Group represented lead investor Index Ventures in its Series A funding of Swipely. Rhode Island-based Swipely will use the proceeds to support the launch of its social network that allows users to turn their purchases into conversations with friends online. Currently, Swipely is in invitation-only beta. Investors Greylock Partners, First Round Capital, Chris Sacca's Lowercase Capital, Keith Rabois, Ron Conway's SV Angel, Anton Commissaris, Lee Hower, Charles Moldow and Emil Michael also participated in the Series A Round.

The Brown Rudnick legal team, which provided corporate and IP counsel, was led by **Tina Baker**, a partner in the Firm's European Venture Capital & Emerging Growth Practice, along with IP Partner Mark Leonardo.

Facilitating access to seed and growth capital, Brown Rudnick represents investors and companies seeking financing. Clients include emerging growth companies, angel investors, strategic corporate investors, domestic and offshore venture capital funds, hedge funds, private equity funds, commodity pools and similar investment vehicles. London team members continue to define industry standards in the venture capital sector in the UK and across Europe. And as long-time supporters of both BVCA and EVCA, the firm has had the opportunity to contribute significantly to the development of this sector.

About Brown Rudnick LLP

Brown Rudnick is an international law firm with offices in the United States and Europe. The firm represents clients from around the world, providing business-focused solutions that address today's ever-changing, ever-demanding competitive marketplace. With an entrepreneurial and collaborative mindset, Brown Rudnick offers a broad slate of capabilities and talents in areas that include: Corporate & Securities, Intellectual Property, Finance, Bankruptcy & Corporate Restructuring, Complex Litigation, Energy, Government Contracts, Government Law & Strategies, and Real Estate. For more information, please visit www.brownrudnick.com.

The Brown Rudnick Center for the Public Interest is a measure of the Firm's strong commitment to the community and serves as an umbrella entity encompassing the Firm's pro bono legal work, charitable giving, community involvement and public interest efforts. For more information, please visit www.brownrudnickcenter.com. #####