



For Immediate Release

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ARROWSIGHT SECURES \$6.75 MILLION IN NEW FUNDING
New Capital Will Fuel Market Expansion and Sales Initiatives

MT. KISCO, NY, Nov. 11, 2009 — Arrowsight, Inc. (www.arrowsight.com), a leading provider of third-party remote video auditing technology and services, today announced that it had secured \$6.75 million USD in private placements, led by Oak Street Investments, with several private investors. The financing will support Arrowsight's continued expansion of its food manufacturing and health care business and strengthen the Company's sales and marketing efforts.

"We are excited about Oak Street's decision to continue to invest in our company and see this funding as a tremendous vote of confidence in our industry leadership and growth strategy," stated Adam Aronson, chief executive officer of Arrowsight. "This investment will support Arrowsight's development of a broader range of services to meet customer needs and drive our sales and marketing efforts."

Arrowsight, founded in 2002, evolved from its predecessor business, ParentWatch, Inc. In 2007, Arrowsight commercialized its services in the food manufacturing industry, where it is focusing on the beef and pork slaughter market due to its large size (\$50B in annual revenues), high market concentration, and low margins.

"We are pleased to continue to support the Arrowsight team and are excited about the breakthrough traction Arrowsight has achieved with large companies in 2009. We view Arrowsight as a visionary company and the clear leader in the Remote Video Auditing sector," said Christopher Birck, Managing General Partner, Oak Street Investments. "Arrowsight's persistence in developing a new marketplace fits with our focus on investing in sector-leading software and tech-enabled business service companies."

About Arrowsight, Inc.

Arrowsight, Inc. provides Remote Video Auditing services utilizing a proprietary, web-based, Software as a Service (SaaS) platform. Arrowsight remotely reviews video and data from electronic triggers to help customers measure key aspects of their operations and provide near-real-time feedback to management and staff. As Arrowsight auditors make assessments 24/7/365, using frame by frame video playback features (similar to slow motion instant replay), proprietary software tabulates data into performance metrics and transmits this to customers via email alerts and onsite electronic LED scoreboards. Arrowsight also provides trend data and hyperlinks to the video of the events it examines. Arrowsight improves productivity, operational practices, compliance, safety and employee morale in the food manufacturing, food services and health care industries, including for Fortune 500 companies. Arrowsight's tools are also applicable to other labor-based industries. To learn more about Arrowsight's innovative technology, visit www.arrowsight.com.