



Stir Raises \$1.5 Million in Seed Funding to Fuel Adaptive Workspace Innovation

Investment to fuel new product development and expand production of the Stir Kinetic Desk

March 20, 2014 – Los Angeles, CA — Stir, the creator of the Stir Kinetic Desk, the world's first learning height-adjustable desk, has secured \$1.5 million in seed investment. Tony Hsieh's Vegas TechFund led by General Partner Zach Ware, serial biomedical entrepreneur Josh Makower, angel and private equity investor John R. Woodard, technology investor Richard Klein, and several alumni of Apple Inc. participated in the round. The funding will be used to expand sales operations and accelerate technology development following the successful launch of the Stir Kinetic Desk, which sold out its initial production run just weeks after going on sale. The Stir team includes alumni of Apple, IDEO and Humanscale.

"Stir is one of those unique investment opportunities where the right team comes together at just the right time to lead a sea-change in a historically slow moving market," said Jen McCabe of Vegas TechFund. "The Stir team's passion, its exciting first product and its roadmap of technology for a responsive office environment make the company an exciting addition to our portfolio."

The Stir Kinetic Desk features a built-in touch screen that lets the user seamlessly transition between sitting and standing positions with a simple double tap. Using a thermal presence sensor, a built-in touchscreen, activity tracking software and a wifi connection, the Stir Kinetic Desk learns users' habits and adapts to their daily routines to optimize fitness and productivity. Users get data on calories burned, time spent standing vs. sitting and more, all on the built-in screen.

"As an investor in CEO J.P. Labrosse's last venture, I was impressed with his rare combination of vision, technical skills and teamwork, which helped lead that company to a highly successful exit. I believe he again has a winning concept, building the platform for an adaptive office environment," said Richard Klein, a seed-stage technology investor and owner of Quixotic Systems, Inc.

Launched in late 2013, Stir is currently taking orders for the second run of the Stir Kinetic Desk, slated to ship this spring. The Stir Kinetic Desk retails for \$3,890. Customers can purchase theirs at www.stirworks.com.

About Stir:

The Stir team includes alums of Apple, IDEO and Humanscale. The company's founder and CEO, J.P. Labrosse, was part of the original iPod team at Apple. The company's flagship product, the Stir Kinetic Desk, brings one of the most common and unchanging pieces of any office into the modern, connected era, with a focus on improving and quantifying personal health. The Stir Kinetic Desk combines the best features of health-focused connected devices with adaptive home/office automation to create an entirely new work experience focused on creating a balanced and inspired lifestyle. The company is based in Los Angeles, CA and is privately funded. The Stir Kinetic Desk is designed and built in the USA.