

## Shopping app Zoomingo raises cash, inks deal with Simon Malls

by John Cook 11/4/2013



Seattle shopping startup Zoomingo has raised an additional \$1.25 million in financing and inked a deal with Simon Mall Properties, the largest mall operator in the U.S.

Shoppers at selected malls in Washington state and California will be alerted to retailers' sales and deals when they are nearby, and shoppers also can earn bonus Zoomingo ZPoints, which are redeemable for gift cards or other special gifts.

Participating malls in the effort this holiday season include Northgate Mall and The Tacoma Mall.

“Working with Zoomingo furthers an overall strategy to broaden our consumer reach beyond our proprietary digital channels and drive incremental traffic to our centers,” said Mikael Thygesen, CMO at Simon Property Group. “With its comprehensive sale listings and unique personalization technology, Zoomingo helps shoppers save at their favorite shops throughout the mall.”

Led by former Microsoftie and serial entrepreneur Shirish Nadkarni, Zoomingo is backed by leading angel investors, including former Facebook general counsel Rudy Gadre, former Smilebox CEO Andrew Wright and former Twango CEO Serena Glover. **Benaroya Capital** and Naya Ventures also previously backed the

company, which has now raised just over \$3 million.

Nadkarni previously founded online language learning service LiveMocha (which sold to Rosetta Stone for \$8.5 million earlier this year) and mobile e-mail startup TeamOn.