



Digital Garage

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Digital Garage, Inc.

NEWS RELEASE

Digital Garage Invests in Curation Media Company “Digg” To Support its Japan Expansion

Tokyo, November 16, 2015 – Digital Garage, Inc. (TSE JASDAQ: 4819, DG)’s wholly owned investment and incubation subsidiary DG Incubation, Inc. (DG Incubation) has announced its participation in Series A as a lead investor in Digg, Inc. (Headquarters: New York; CEO Gary Liu) an internet curation company. Digg is part of Betaworks’ (Headquarters: New York; CEO John Borthwick) studio companies; as of February of 2014 Betaworks and DG announced its capital alliance relationship. Digg announced its close of Series A investment round raising a total of \$4MM, with additional investors following DG’s lead.

“Digg” (*) gathers and delivers articles and video content that are picking up significant traffic on social media sites such as Facebook, Twitter; curated in real time through a series of in-house algorithms and team of editors. The combination of machine algorithm and organically curated content has created a portal that now enjoys over 12MM monthly unique users. Of all users, 70% have been deemed as loyal users, as they chose to directly access to the site rather than through search engines and social media. In addition, Digg has introduced a series of new services such as, “Digg Deeper” where algorithms help to surface the most compelling, highly discussed stories and videos from user’s Twitter feeds.



DG, with it’s most recent investment, will support Digg’s global expansion in addition to localizing the site towards its Japanese speaking audience as it plans on offering partial services in Japanese. With the raised funds, Digg plans on expanding its human resources, putting increased effort into tools for enhancing user features such as “Digg Dialogue” as it continues to strengthen its branding and advertising functions.

*Digg: Relunched in 2012 out of Betaworks, as a tool to help users finds the most interesting things on the Internet. Digg’s homepage, curated by a team of editors armed with industry-best data, has proven that there is a large, loyal, and enthusiastic audience for high quality content online. In addition to homepage, Digg’s original content, tool like Digg Reader and Digg Deeper, and social experiences like Digg Dialog have led to a growing and hyper-engaged user base of Internet natives.

About Digg

Company Name : Digg, Inc.
Founded : August 8th, 2011
CEO : Gary Liu
Headquarters : New York City, NY, United States
Field : Media
Homepage : <http://www.digg.com/>