

# NEWS

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## **SwoopThat Wins \$10,000 in Venture Funding at San Diego Venture Group's PitchFest 2011 Event**

*- Winner chosen from ten semi-finalists and more than 70 applications. -*

**SAN DIEGO – November 18, 2011 –** [SwoopThat LLC](#) won the top venture capital prize last night at [San Diego Venture Group's](#) annual PitchFest event. SwoopThat competed against finalists [Gamer Grub](#) and [Deal Current Network Inc.](#), taking home \$10,000 that will be used to grow their business in San Diego.

Each of the three finalists presented their business plan to the hundreds of audience members at PitchFest 2011, who then casted their votes for the winner.

“We had a panel of entrepreneurs, VCs, and other San Diego-area professionals narrow down the more than 70 applications we received to get us to our three finalists last night,” said David Titus, SDVG President. “We congratulate SwoopThat – they should be proud of the win!”

SwoopThat provides an online marketplace and says it saves students up to 75% on textbooks in about 10 minutes. Utilizing a proprietary course search technology, the site allows users to select their courses, and SwoopThat finds the books they need—and the online merchants that sell those books.

Pitchfest 2011 applicants went through the judging process earlier this year. The finalists were selected from more than 70 nominee applications for their innovation, investor appeal and progress. The panel of judges was comprised of a group of San Diego's leading entrepreneurs, venture capitalists, professionals and investors.

### **About San Diego Venture Group**

San Diego Venture Group is a non-profit business organization that fosters relationships and ideas to form, fund and build new ventures. SDVG is helping San Diego evolve into a significant entrepreneurial and venture center. Visit [www.sdvg.org](http://www.sdvg.org) for more information.

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