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**FOR IMMEDIATE RELEASE**

**ContentOro Disrupts Content Marketing**

**with $450K Seed Funding Round**

***Startup to deliver unique authoritative content more quickly and efficiently to support digital marketing strategies***

**Ann Arbor, MI –** ContentOro, the Michigan-based startup that delivers quality digital content for brands online, announces that it has closed a $450K seed funding round with Michigan Angel Fund, Lis Ventures, and InvestMichigan!. The company will use the funds to hire key personnel and complete their Content Marketplace.

ContentOro provides the number one need in digital marketing today – ***content*** – in a new and unique way. Proprietary software converts millions of pages of text and images from published books into high-quality pieces of content that can quickly and easily be searched, found, and added to any website. This on-demand access to the world’s largest repository of professionally written content, coupled with the ability to license the formerly “analog” content for digital use positions ContentOro to change the way digital marketers engage in content marketing.

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*Producing content for online use is a $144Billion industry,*

*and is estimated to grow to $313Billion by the end of 2019\**

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Having spent 12 years at Borders, ContentOro founder Bob Chunn hails from a book background. He saw the enormous potential of harnessing the 130 million books in existence to solve the problem he had in obtaining quality content to attract and engage consumers.

“Imagine entering the largest library in the world, now in digital form, available for use today, and full of exceptional information on every conceivable topic: cooking, health, fitness, business, DIY, Medicine…the possibilities are endless. For businesses who want to attract and engage with customers online, access to the right content, quickly and affordably is critical. What ContentOro can do for the future of content marketing is revolutionary.” said Chunn.

Digital marketing agencies are already in talks to provide unique content to their clients through ContentOro.

"Content marketing is a hot-button issue for our clients. There's a big opportunity here for someone who can provide better content.” said Ethan Goodman, vice president of digital and innovation at The Mars Agency. “Books are an untapped resource for online use, and Chunn has the background to bring the idea to life."

ContentOro’s backers see the potential for it to become for content what Getty Images and Shutterstock has become for images.

"Marketers need a constant supply of good and fresh content to engage customers on the Web and mobile," said Skip Simms, managing member of Michigan Angel Fund, who led this round of funding.

Stewart Nelson of New Enterprise Forum said, “We coach dozens of startups a year, and ContentOro stood out to us as a truly innovative idea. Bob has the right team to be a big success.”

“Bob has identified a huge opportunity in on-line content marketing. He and his team have developed an ingenious solution to provide lower cost, higher quality content to serve the market.” said Lee Gorman, owner of Barton Consulting Service and an individual investor in the company. “We expect that there will be tremendous demand for the service as customers discover its advantages over current solutions, and especially once ContentOro’s online, self-serve Marketplace is developed. We’re looking forward to being part of the growth journey with Bob and his excellent team.”

**About ContentOro**

ContentOro revolutionizes the way digital marketers and brands acquire content for marketing. Founded in 2014 by Bob Chunn, ContentOro provides high-quality content by working with publishers to extract the contents of their books and magazines and stream them to customers' websites with their proprietary software. ContentOro is a better, faster, and less expensive way to attract and engage customers online.

For more information: <http://contentoro.com/>

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*\*PQ Media,* Global Content Marketing Forecast 2015-19