



NORTHLAND

CAPITAL MARKETS



Northland Capital Markets Acted as Lead Manager and Sole Bookrunner for Augme Technologies' \$20.2 million Follow-On Offering

November 14, 2011 – Northland Capital Markets, the capital markets and investment banking services group of Northland Securities, Inc., today announced that it has acted as Sole Bookrunner for Augme Technologies' (OTCBB:AUGT) ("the Company") successful \$20.2 million Follow-On offering of common stock. The Company fully subscribed 9,400,000 shares at a price of \$2.15 per share for gross proceeds totaling \$20.2 million. The proceeds will be used for organic expansion in existing and new markets, general corporate purposes, and costs related to the acquisition of HipCricket, Inc. and JAGTAG, Inc. The shares were sold to certain institutional and accredited investors. The transaction is expected to close on November 16, 2011. More information on the transaction can be found on the Company's website, www.augme.com.

About Augme Technologies, Inc.

Augme Technologies, Inc. provides strategic services and mobile marketing technology to leading consumer and healthcare brands. Its platforms, including AD LIFE™, have provided measurable successes across an industry-leading 130,000+ campaigns for such clients as Macy's, MillerCoors, Nestle, KFC and Clear Channel. Augme's offerings allow marketers, brands, and agencies the ability to plan, create, test, deploy, and track mobile marketing programs across every mobile channel, including SMS, 2D/QR codes, mobile websites, advertising networks, social media and branded apps. Augme's platforms facilitate consumer brand interaction and the ability to track and analyze campaign results. Using its own patented device-detection and proprietary mobile content adaptation software, AD LIFE™ solves the mobile marketing industry problem of disparate operating systems, device types and on-screen mobile content rendering. Augme also provides business to consumer utilities including national mobile couponing solutions, strategic mobile healthcare tools, custom mobile application development and consumer data tracking and analytics. In addition to AD LIFE™, Augme owns Hipcricket and licenses the digital broadcast platform BOOMBOX®. Augme is headquartered in New York City, with operations in Seattle, Atlanta, Dallas, Los Angeles, Chicago, Tucson and London. *Source: www.augme.com*

\$20,210,000

Follow-On Offering Sole Bookrunner November 2011

About Northland Capital Markets

Northland Capital Markets is a full-service capital markets group focused on growth companies and their institutional and accredited investors. Our investment banking services include public offerings of equity and convertible securities, PIPEs and registered direct offerings, private placements of equity and debt securities, and M&A advisory services. Our research group provides in-depth research for leading small and mid-cap companies in growth sectors of the economy. We have industry sector expertise in Business Services, Clean Technology, Consumer, Healthcare, Financial Services, Industrials, Metals and Mining, Oil and Gas, and Technology. Additionally, our institutional sales and trading group provides active market making and trading support for our institutional investors in our targeted sectors and coverage companies. Northland Capital Markets is the trade name for certain capital markets and investment banking services of Northland Securities, Inc., member FINRA/SIPC.

Northland Capital Markets Investment Banking Transaction Team

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