



BANYAN
VENTURES



PRESS RELEASE

For Immediate Release

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Banyan Ventures Completes Transaction With eRecyclingCorps

SALT LAKE CITY, APRIL 2014— Banyan Ventures recently announced that its portfolio company Cell Again has been acquired by eRecyclingCorps (ERC), now known as HYL A Mobile. HYL A Mobile is a leading provider of products and services that capture, extend, and optimize the life and value of used mobile phones.

Banyan's investment in Cell Again provided the company with venture leadership and growth capital to open new stores across the United States. Cell Again operates out of mall kiosks to buy, sell, trade, and repair used cell phones. This direct interaction with consumers was a primary driver of the acquisition for ERC.

"Cell Again benefited from Banyan's experience and expertise in growing our business and in helping us navigate the acquisition process," said Cell Again Chief Operating Officer Steve Guymon. "Banyan helped establish Cell Again as a reputable leader in the industry."

Cell Again management and day-to-day operations will remain unchanged. Cell Again's headquarters and warehouse are located in Draper, Utah.

For more information, visit www.hylamobile.com.

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ABOUT BANYAN VENTURES

Banyan Ventures was founded in 2003 by a team of managing partners with extensive experience in strategic planning, operations, financial management, sales, and marketing. With this expertise, Banyan has established a robust infrastructure and proven methodology for successful business development. Visit www.banyanventures.com for more information.