

EVERYTHING
BUT
THE HOUSE



EVERYTHING BUT THE HOUSE RAISES \$30 MILLION IN SERIES B FUNDING TO FUEL COMPANY EXPANSION AND MOBILE GROWTH

Mandana Dayani, former Vice President of Rachel Zoe, Inc., joins the executive team as Chief Brand Officer to spearhead expansion

(CINCINNATI, OH – August 24, 2015) [Everything But The House](#) (EBTH), a revolutionary online estate sale marketplace, today announces the close of a \$30 million Series B investment round. The round is led by Greenspring Associates, with participation from existing investors Greycroft Partners and Spark Capital. The funding will provide the company with resources to further expand into additional U.S. markets, grow the executive team, and optimize the user experience. In November 2014, EBTH announced \$13 million in Series A funding led by Spark Capital and Greycroft Partners, bringing its total funding to \$43 million.

"EBTH provides an easy and trustworthy solution for anyone who is looking to liquidate an estate," said Greenspring Managing General Partner Ashton Newhall. "They have introduced an entirely new marketplace to ensure sellers maximize the value of their possessions while offering buyers across the world access to rare finds. We are thrilled to help them grow their mission and brand, and bring this revolutionary service to other markets."

EBTH also announces today the growth of its executive team with the new hire of Mandana Dayani as Chief Brand Officer (CBO) of the company. Dayani will launch a new Los Angeles office and build a team dedicated to enhancing the EBTH brand profile and optimizing its user experience through curated merchandising, a site redesign and mobile launch. In addition, she will oversee the company's brand strategy, global communications, and brand marketing. Dayani brings vast experience and proven success leading and growing businesses through licensing, digital media, business development, and strategic partnerships.

"Since our Series A funding in 2014, the company has experienced exponential growth, scaling nationally. With this latest investment, we're excited to target additional cities and bring mobile and merchandising to the forefront of our focus to enhance the EBTH experience for our buyers and sellers," said Andy Nielsen, President & CEO of EBTH. "We are equally thrilled to welcome Mandana Dayani to our executive team. Her expertise and years of brand building and leadership, along with her enthusiasm for our business, will be instrumental in the continued growth of our company."

Prior to joining EBTH, Dayani served as Vice President of Rachel Zoe, Inc., focusing on developing and executing brand strategy at Rachel Zoe. She joined Rachel Zoe to launch its contemporary collection and to drive the company's initiatives in business development, digital media, strategic investments, licensing, publishing, endorsements, and television production. Mandana also practiced law as a real estate attorney at Paul Hastings, a leading international law firm.

"Everything But the House is an incredibly unique e-commerce marketplace that is revolutionizing an entire industry while still honoring its commitment to unparalleled service and trust," said Mandana Dayani, Chief Brand Officer of EBTH. "I am thrilled for this opportunity to apply my personal strengths and experiences to a venture I feel so strongly about, and to work closely with such an inspiring team of leaders who have already achieved tremendous success."

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About Everything But The House

Everything But The House (EBTH) is a revolutionary online marketplace that provides the reach and convenience of an e-commerce platform for estate sales around the world. As a full-service provider, EBTH helps sellers maximize the value of their collections by handling every aspect of the sale from photography and cataloging to payment and delivery. Through its marketplace, EBTH also allows collectors and buyers to discover everything from rare antiques and original art to great deals on everyday needs. With more than 150 estate sales a month and all items starting at \$1, bidders from across the world always have something new to discover at www.EBTH.com.

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