



## Cloak Company Backgrounder

### Overview

Cloak's mission is to give you the tools you need to stay safe when you're online. Cloak's app is the easiest, most trusted way to stay safe when you're using public Wi-Fi, like the kind you find at coffee shops, airports, hotels, and conferences. Cloak automatically detects unsafe connections and secures them. Available today for iPhone, iPad, and Mac, Cloak "just works" -- anytime, anywhere in the world. You can get going with Cloak in just a couple minutes -- it's that easy. Cloak is VPN, evolved.

### Cloak Quick Facts

**Founded:** 2011

**Product released:** Cloak Beta 2012, Cloak 1.0 2013

**Headquarters:** 3417 Evanston Ave N #313 Seattle, WA

**Founders:** Dave Peck, Nick Robinson and Peter Sagerson

**Mission:** Give you the tools you need to stay safe when you're online

**Media Kit:** [www.virtualpressoffice.com/kit/of4s](http://www.virtualpressoffice.com/kit/of4s)

**Website:** [www.getcloak.com](http://www.getcloak.com)

**Facebook:** [www.facebook.com/getcloak](https://www.facebook.com/getcloak)

**Twitter:** [www.twitter.com/getcloak](https://www.twitter.com/getcloak)

### Why Cloak?

**Cloak keeps you safe on public Wi-Fi.** It's the easiest, most trusted personal VPN service. It works on all your devices.

**Cloak is amazingly easy to use.** Press one button and you're safe.

**Cloak works wherever you are.** Cloak's global network is available anywhere in the world, anytime you need it.

**Cloak helps you access blocked sites.** Get full web access no matter where you are.

### Cloak Team

Cloak is a startup based in Seattle, WA. Founded in 2011, Cloak's goal is to make beautiful software that solves hard problems in elegant ways. The founders are comprised of a trio of Microsoft veterans, engineers Dave Peck and Peter Sagerson and product designer Nick Robinson. Together they bring over 25 years of experience in cloud, mobile, and secure computing to Cloak. Cloak was born from a personal need to keep sensitive and personal information secure while working from coffee shops. After realizing that existing services either didn't work or were too complicated to set-up, Cloak's founders collaborated to develop the easiest, most trusted way to stay safe online. The beta version of Cloak launched in 2012 and Cloak 1.0 released in early 2013.

For more information, visit [www.getcloak.com](http://www.getcloak.com) and for press related inquiries send an email to [davepeck@getcloak.com](mailto:davepeck@getcloak.com) or call +1 (434) 535-BITS.