



FOR IMMEDIATE RELEASE

Friday, 24 July 2015

Wellington, New Zealand

RAYGUN LIMITED ACQUIRES ZING DESIGN LIMITED

Raygun Limited (previously Mindscape Limited) has agreed to acquire Zing Design. The deal will involve key Zing Design staff & assets joining Raygun. Zheng Li, founder & CEO of Zing Design will be joining Raygun as Director of Product.

“This is an excellent outcome for Raygun” said Raygun Co-founder Jeremy Boyd. “We have been expanding our team rapidly in the last 12 months and to have Zheng Li & her team join Raygun will help accelerate our already high growth. We are especially excited by the emphasis on User Experience (UX) and customer centric thinking that Zheng and her team will bring to Raygun”

“My team and I couldn’t be more excited to be joining forces with Raygun. We’ve been working with the team at Raygun on early design work and recent marketing campaigns so we already know we work very well together” said Zing Design CEO, Zheng Li. “Being able to help direct such a loved product to even greater heights really excites me.”

The Zing Design team will be completing various contractual obligations over the near term before moving into the Raygun office and focusing entirely on their new roles on the Raygun team.

About Raygun Limited

Raygun, previously named Mindscape, is a leading global software tools provider based in Wellington, New Zealand. Mindscape changed its name to Raygun due to the success of their Raygun product – a crash reporting solution used by thousands of technology companies globally, including Microsoft, Nordstrom, Box and Apple. Raygun has won numerous industry awards including the New Zealand Hi-Tech Innovative Software Product award in 2014 and the New Zealand Hi-Tech Start-up Company of the Year award in 2015. With customers in more than 100 countries, Raygun expanded the physical presence to the United States in early 2015 with offices in San Francisco.

About Zing Design Limited

Zing Design is a successful boutique digital UX design & marketing agency based in Wellington, New Zealand. Zing Design has led design and digital marketing campaigns for many high profile businesses including RaboDirect, Spark Foundation, Gareth Morgan Investments, Trade Me and many others. Zheng Li, the founder & CEO has been recognised as a Woman of Influence and is involved strongly with the design and technology communities in Wellington. Zheng also operates the Founders Exchange group for women in business.

Media Contact

Hilary Cook
hcook@raygun.io