



## Edison Ventures Fuels Growth of M5 Networks

**LAWRENCEVILLE, NJ, November 5, 2010** – Edison Ventures completed \$2.6 million follow-on investment in M5 Networks, hosted VoIP provider headquartered in New York City. Greycroft Partners and Milestone Venture Partners participated in \$4.1 million round. Proceeds utilized to expand national sales team and acquire Chicago based Geckotech. Edison’s cumulative investment reached \$11.9 million.

Earlier this year, M5 introduced Call Conductor platform bringing enterprise-class voice functionality to mid-sized businesses. Integration with popular CRM systems and call centers enhances productivity of customer-facing employees. Cloud-based solution integrates critical enterprise applications, customer support and sales staff.

“M5’s technology and proven customer service platform capitalizes on accelerated demand for hosted VoIP,” stated Joe Allegra, General Partner, Edison Ventures.

“M5 appreciates continued support of our investors,” added Dan Hoffman, CEO. “With this acquisition and Edison’s continued guidance, M5 looks forward to expanding our Midwest presence.”

Edison invested in 31 Communications companies. Successful exits include DSET, Eastern Telelogic, InSoft, International Telesystems, Netegrity, Tylink, Visual Networks and V-Span. Active portfolio companies include Exclaim, Fiberlink, Fishbowl Marketing, LogicTree, Tangoe and Telarix.

Edison financed 16 New York based companies including CorrectNet, eChalk, EdgeTrade, Fine Point, FolioDynamix, Operative, SmartAnalyst, TheInfoPro and TraderTools.

-continued-

## **About Edison Ventures**

Established in 1986, Edison partners with entrepreneurs, service providers and other financing sources to build successful companies. Edison provides capital and value-added services to late stage (\$5 to 20 million revenue), information technology businesses. Initial investments range from \$5 to 10 million. Edison typically serves as sole or lead investor. In addition to providing expansion capital, Edison funds management buyouts, recapitalizations, spinouts and secondary stock purchases.

Edison's investment professionals are based in Lawrenceville, NJ, New York, NY, Needham, MA, and McLean, VA. Industry specialties include application software, communications, financial technology, interactive marketing, and healthcare IT. Edison's successes include Axent, Best Software, E-Transport, Gain Capital, MathSoft, Marcam, Princeton Financial, Virtual Edge, Vocus and many other information technology leaders, which have a combined market value exceeding \$5 billion. Edison Venture currently manages over \$650 million and actively making new investments. [www.edisonventure.com](http://www.edisonventure.com)

## **About M5 Networks**

M5 Networks is redefining what a business phone system can do. As the market leader in hosted business Voice-over-IP (VoIP), M5 Networks allows companies to work the way they want to, while connecting them to their customers, their applications and their businesses. M5's Smart Business Phone System converges the industry's most flexible and reliable phone software, ActiveService™ tools, and the ability to integrate with business-critical applications. The result is a cloud-based voice service that currently enables more than 1200 companies to enjoy all the business impact of an enterprise-class phone system without the expense of buying and managing an on-premise solution. Headquartered in New York City, M5 Networks has won numerous industry awards and recognitions. [www.M5net.com](http://www.M5net.com)

Edison Ventures Contact:

Tricia Bradley  
609-873-9224 (direct)  
609-896-0066 (fax)  
[tricia@edisonventure.com](mailto:tricia@edisonventure.com)  
Edison Ventures  
1009 Lenox Drive #4  
Lawrenceville, NJ 08648