

EDISON VII MAKES FIRST INVESTMENT



Edison Venture Fund completed \$5.5 million investment in Motionsoft based in Silver Spring, MD. Edison is sole institutional investor for this late stage, CRM and healthcare information technology business.

Motionsoft spans local, nationwide and worldwide fitness enterprises. Their core club management, payments services and marketing software automates membership retention and recruitment.

Gary Golding, General Partner, led Edison's investment process. Tom Vander Schaaff, VP Analysis, and David Nevas, Business Development Associate, conducted Edison's due diligence. Gary Golding and Edison Director Network member, George Pappas, joined Motionsoft's Board of Directors. George Pappas is VP Sales and Marketing for Edison portfolio company, Presidium.

Edison Adds 175th Portfolio Company

NEW INVESTMENTS

Edison announced \$5 million investment in Nashua, NH-based DiagnosisONE. Edison is sole institutional investor for this early stage, healthcare information technology business.

Clinical Decision Support solutions improve quality, safety and efficiency of patient care. Powerful analytics enable healthcare providers to reduce costs, increase revenue and improve medical outcomes. Customers span healthcare providers, hospitals, health plans, electronic medical record vendors, systems integrators and governmental healthcare entities.

Michael Balmuth, General Partner, led Edison's investment process. Tom Vander Schaaff, VP Analysis, and Orlando Mendoza, Principal, conducted Edison's due diligence. Michael Balmuth and Edison Director Network member, Zach Henderson, joined DiagnosisONE's Board of Directors. Zach Henderson is VP Corporate Strategy and Analytics for Edison portfolio company, Health Market Science.

www.diagnosisone.com

DiagnosisONE

Edison completed \$4.4 million investment in PHX based in Bedminster, NJ. Edison is sole institutional investor in this late stage healthcare services company. Proceeds will expand sales, marketing and shareholder liquidity.

The Company delivers advanced cost management solutions for health plans. PHX combines claim processing automation with professional services to deliver centralized, integrated approach to cost management.

Chris Sugden, Managing Partner, and Lenard Marcus, Principal, led Edison's investment process. Tom Vander Schaaff, VP Analysis, conducted Edison's due diligence. Chris Sugden and Edison Director Network member, Nanci Ziegler, joined PHX's Board of Directors. Nanci Ziegler is EVP

Market Strategy & Business Development for Edison portfolio company, Portico. Lenard Marcus will serve as BOD Observer.

www.phx-online.com



Edison completed \$7.5 million investment in RewardsNOW based in Dover, NH. Edison is sole investor for this expansion stage, financial technology business. The proceeds will be used to expand sales, marketing and development plus provide liquidity for early shareholders.

RewardsNOW provides loyalty programs to over 300 financial institutions. Founded in 1997, RewardsNOW designs, implements and manages turnkey direct marketing for credit cards, debit cards, loans, deposits and online banking.

Michael Kopelman, Principal, led Edison's investment process. Rob Finn, Associate, and Michael Cichowski, Principal, conducted Edison's due diligence. Michael Balmuth, General Partner, Orlando Mendoza, Principal, and Edison Director Network member, Rick Auletta, joined RewardsNOW Board of Directors. Rick Auletta is VP Sales for Edison portfolio company, IPP.

www.rewardsnow.com



FOLLOW-ON INVESTMENTS

Edison completed \$1 million follow-on investment in Agentek based in Alpharetta, GA. Use of proceeds will expand sales, marketing, customer support and product development. Cumulatively, Edison has invested \$9 million.

Agentek offers breakthrough mobile field force applications and communications technology that rapidly deploy to large and medium organizations. Agentek's field service markets include security, industrial systems, medical equipment, building systems and office equipment. Customers include ADT, IKON, Trane, Cardinal, Lodgenet and Aramark.

EDISON NEWS



The General Partners of Edison Venture Fund are pleased to announce Michael Cichowski's promotion to Principal.

Michael Cichowski evaluates and leads investments in financial technology. He identifies innovative companies and business models in capital markets, payments, banking and wealth management.

Previously, Michael was Senior Associate on Business Development team. After joining Edison in early 2007, he sourced and tracked hundreds of opportunities. He originated investments in Presidium Learning and RewardsNOW. Michael also qualified and conducted due diligence for investments in Notable Solutions and TraderTools. He currently serves as BOD observer for FolioDynamix.

609-896-1900

WWW.EDISONVENTURES.COM

FOLLOW-ON INVESTMENTS CONT'D

Edison principal Sever Totia and Dick Cook, Edison Director Network member, serve on Agentek's Board.

www.agentek.com



Edison guided \$8 million follow-on financing in Blue Cod Technologies led by General Electric Pension Trust. Edison invested \$5 million cumulatively. Proceeds accelerate expansion of development, sales and operations.

Blue Cod delivers broad range of innovative solutions to property and casualty insurance industry. Carriers benefit from their outsourcing services and hosted policy administration.

Blue Cod was recognized among Red Herring's Top 100 Technology Companies in North America and Top 10 Software and Hardware Companies in Central Massachusetts by Worcester Business Journal.

Tom Vander Schaaff, Edison VP, is a member of Blue Cod's Board of Directors. Edison Director Network Member, Steve Lesser was former VP Sales for Edison success, Marcam.

www.bluecod.net



Edison completed \$1.4 million follow-on investment in Health Market Science headquartered in King of Prussia, PA. Cross Atlantic Capital Partners of Radnor, PA, led \$6.1 million financing with three Edison Limited Partners also investing. Edison's total HMS investment reached \$18.5 million.

HMS maintains industry leading healthcare database of over four million providers and one million healthcare organizations. HMS delivers claims information, master data management solutions and advanced analytics. Customers include drug companies, bio techs, medical device manufacturers, payers, providers and pharmacy chains.

John Martinson and Steve Wray, Cadient CEO, serve on HMS Board of Directors. Wray is a member of Edison Director Network. Darry Oliver, Edison CFO, serves as BOD observer. Rob Finn conducted Edison's due diligence.

www.hmsonline.com



HEALTH MARKET SCIENCE

Edison completed \$2.5 million follow-on investment in The Neat Company based in Philadelphia. Proceeds will expand sales, marketing and product development. Edison's cumulative investment reached \$15.5 million in this rapidly growing, late-stage enterprise.

Neat offers user-friendly scanning software and hardware solutions for small and medium-sized businesses. NeatReceipts is a patented, multi-purpose scanning and digital filing system. This flagship product reads and organizes paper receipts, business cards and other documents into digital spreadsheet format. Distribution channels include Staples, OfficeMax, OfficeDepot, Amazon.com, Sam's and Tiger Direct. Direct response television and print supplement Neat's airport kiosks and online store www.neatco.com.

Michael Kopelman, Principal, serves on the Board of Directors. David Nevas, BD Associate, contributes as Board Observer. Rob Finn, Associate, led due diligence process.

www.neatreceipts.com



NEW JERSEY HEADQUARTERS | 1009 LENOX DRIVE #4, LAWRENCEVILLE, NJ 08648

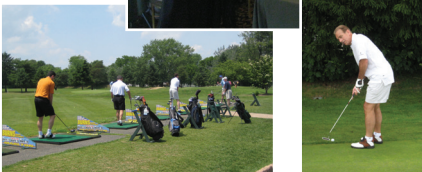
NEW YORK OFFICE | 11 PENN PLAZA, SUITE 5144, NEW YORK, NY 10001

VIRGINIA OFFICE | 8405 GREENSBORO DRIVE, SUITE 210, MCLEAN, VA 22102

NEW ENGLAND OFFICE | 117 KENDRICK STREET, SUITE 200, NEEDHAM, MA 02494

EDISON'S EDUCATIONAL PROGRAMS

Edison organizes programs designed to share best practices among management and directors while networking with peers and experts. Here are just a few of our recent meetings . . .



Sales & Marketing Peer Group

Once again this well attended event didn't disappoint. . . Executives from our portfolio companies gathered at our headquarters in Lawrenceville, NJ to hear two dynamic speakers from Edison Director Network.

Susan Dorfman presented a thought provoking session titled "Promotion on the Cheap – The Power of Influence Marketing". Susan shared her experiences managing successful marketing programs on tight budget using social media and other channels.

Steve D'Angelo followed with value packed presentation "Building High Performance Teams – Integrating the Art of Selling with Predictive Technologies." This audience gained tools and take-aways to cultivate high performance sales teams.

Please contact Donna Usiskin, VP Business Development (dusiskin@edisonventure.com) for more information and suggest topics for future Sales & Marketing programs.

CTO Peer Group Networking

The session is never long enough for our technology executives from Edison's portfolio companies. These professionals highlighted best practices on Outsourcing and Offshore Development, Cloud Computing, Development Methodologies, Recruiting and Security.

Great advice was shared and knowledge gained. Don't miss our next meeting on July 14, 2011.

Please contact Joe Allegra, General Partner (jallegra@edisonventure.com) for more information and suggest future topics.

NY Technology Community Networking Forum

Topping our recent meeting of NY/Metro entrepreneurial community will be challenging. 60 attendees heard Seth Pinsky, President, NYC Economic Development Corp. discuss how the city is expanding entrepreneurship and positioning as international center for innovation. Michael Moretti, Silicon Valley Bank, and Zack Mansfield, Square1

Bank, shared their views on which types of companies are being financed. Technology leaders Bill Zack of Microsoft and Chris LaSala of Google discussed mobile partnerships, cloud computing, NY metro technology landscape and how they are collaborating with emerging companies.

CFO Exec Forum

Edison's CFO Forum gathered 34 financial executives. The program included: Tips to Being Lean & Mean, Improving Billing Systems, Weathering the Storm and Taking the Mystery Out of Mezzanine Debt. After lunch our guests enjoyed

a round at Valleybrook Golf Club in Blackwood, NJ.

Please contact Darry Oliver, CFO (doliver@edisonventure.com) for information and suggest future topics for our next CFO Forum.

UPCOMING EDISON EVENTS

10/14/2010 Edison Revenue Generation/Interactive Marketing Forum, NY

11/3/2010 6th Annual Edison Financial Technology Roundtable - NY

11/9/2010 Edison Regional Sharing Meeting - Virginia, Tower Club, Vienna, VA

4/12/2011 Edison Healthcare IT Executive Meeting- Lawrenceville, NJ

7/12/2011 Edison CTO Peer Group Meeting - Lawrenceville, NJ

* Edison Venture programs are open to portfolio company executives and limited partners.

News & Events for complete upcoming event schedule, description and registration.

Visit Edison Events Calendar at www.edisonventures.com

MORE THAN CAPITAL...

Human Resource Assistance

Attracting and retaining key staff is crucial for expansion stage companies. Edison investment professionals advise entrepreneurs on compensation, benefits, incentives and recruiting top talent.

Edison helps founders gradually build full management teams. Drawing from alumni of our many successful companies, Edison refers proven

executives and professionals in development, operations, sales, marketing and finance.

Our IT specialties and East Coast focus insure relevant, local talent pools. Some executives have contributed to several Edison companies and their career progression spans our expanding portfolio.

WWW.EDISONVENTURES.COM

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