



CHRIS SUGDEN NAMED MANAGING PARTNER

Edison's General Partners are pleased to announce the promotion of Chris Sugden to Managing Partner.

During his six years at Edison, Chris led 16 initial investments and 9 follow-ons. He pioneered entry into metropolitan New York where Edison has completed 8 investments. Chris spearheaded Edison becoming the east coast venture capital leader in financial technology with 35 investments.

Edison Venture is transitioning to the next generation of leadership. Together, John and Chris will lead the firm's strategy and mentor investment professionals. Chris chairs Edison's Investment Committee which includes Joe Allegra, Gary Golding and John Martinson.

During this challenging economic environment, John will direct Edison's portfolio company management. Chris will guide Edison's industry sector and geographic investment teams.

NEW INVESTMENTS

Edison completed a \$7.25 million investment in **TheInfoPro** based in New York, NY. Edison is the sole institutional investor in this high-growth business. TheInfoPro is a leading supplier of market intelligence for the information technology industry. The proceeds will be used to expand sales, marketing and development.

Ryan Ziegler, Edison Principal, led the investment. Ryan along with Manu Bammi and Tom Dent, Edison Director Network members, joined the Board of Directors. Manu Bammi is the CEO of SmartAnalyst. Tom Dent is the former CEO of QSS. Tom Vander Schaaff, VP Analysis, conducted Edison's due diligence.

www.theinfo.net



Edison completed a \$7 million investment in **TraderTools** based in New York, NY. TraderTools provides business solutions, software and services to financial institutions trading foreign currency. Proceeds will be used to expand sales, marketing and development of this later stage financial software company.

Chris Sugden, Managing Partner, and Mark Galant, Edison Director Network member, serve on the Board of Directors. Mark Galant is Founder and Chairman of Edison success, Gain Capital, a global leader in retail FX trading. Tom Vander Schaaff, VP Analysis, conducted Edison's due diligence.

www.tradertools.com



Edison completed an \$8.5 million investment in **SellMyTimeshareNOW.com** based in Dover, NH. Edison is the sole institutional investor in this rapidly growing business. SellMyTimeshareNOW.com is the leading online secondary marketplace for interval homeowners. The company's family of websites provides advertising tools and services to assist owners with the sale or rental of their timeshare. The proceeds will be used to expand staffing and marketing.

Michael Kopelman, Principal, John Campbell and David Sweet joined the Board of Directors. John Campbell, an Edison Director Network member, was the EVP of Marcam, an Edison IPO success. Michael Balmuth, General Partner, assisted with the investment process. Orlando Mendoza, Principal, conducted Edison's due diligence.

www.sellmytimesharenow.com



FOLLOW-ON INVESTMENTS

Edison completed a \$1.0 million follow-on investment in **Formatta** of Fairfax, VA. Edison's cumulative investment totals \$5.3 million. Formatta provides e-form solutions that enable businesses and government to capture and transfer electronic data.

Use of proceeds will expand sales, marketing, client-support and product development.

Gary Golding, General Partner, serves on the Board of Directors along with Edison Director Network member Norm Weissberg, EVP Sales of Vocus. Tom Vander Schaaff, Vice President of Analysis conducted Edison's due diligence.

www.formatta.com



Edison completed a \$2.0 million follow-on investment in Billerica, MA-based **PlumChoice**. Edison's cumulative investment totals \$7.5 million. The use of proceeds will expand sales, marketing, client support and product development.

PlumChoice provides premium remote technology support to the home and small business market, assisting consumers of all ages, home and small office professionals, business travelers and telecommuters. Michael Balmuth, General Partner, and Ameeta Soni, Edison Director Network member, serve on the board of directors. Soni is SVP Marketing & BD for VFA. Orlando Mendoza, Principal, participated in the diligence process.

www.plumchoice.com



New York-based **M5 Networks** received a \$1.4 million follow-on investment from Edison. Our cumulative investment totals \$8 million. M5 provides small and medium sized businesses with Voice as a Service. This high-end Voice over IP hosted phone system avoids the expense, maintenance and obsolescence of on-premise phone systems. The use of proceeds will expand sales, marketing, client support and product development.

Joe Allegra, General Partner, and Bill Wagner, Edison Director Network member, serve on the board of directors. Wagner is the Chief Marketing Officer of Vocus (NASDAQ: VOCS) and former Chief Marketing Officer of Fiberlink, both successful Edison investments. Tom Vander Schaaff, Vice President of Analysis, led the diligence process.

www.m5net.com



Edison completed a \$2.75 million follow-on investment in **Regent Education** located in Frederick, MD. The proceeds will be used to expand development, sales and marketing. Edison's investment in Regent totals \$6.25 million. Regent is the first Software-as-a-Service provider of financial aid management software solutions for higher education institutions.

Sever Totia, Principal and Bill Donnelly, Edison Director Network member and SVP Business Development for Vocus, serve on the Board of Directors. Lou Pugliese former CEO of Blackboard, serves as Regent's Chairman.

www.regenteducation.com



Edison completed a \$2.0 million follow-on financing in **Octagon Research Solutions**. Edison Limited Partners participated in the \$12 million financing. The proceeds will expand development, sales and marketing plus shareholder liquidity.

In 2002, Edison led Octagon's first institutional round of financing. Edison's cumulative investments in Octagon total \$10.4 million. Based in Wayne, PA, Octagon provides clinical and regulatory software plus integrated services to the life science industry.

John Martinson along with Jo Webber, an Edison Director Network member and former CEO of InnaPhase, serve on Octagon's Board of Directors.

www.octagonresearch.com



JOHN MARTINSON NAMED DISTINGUISHED GRADUATE OF US AIR FORCE ACADEMY



The US Air Force Academy and Association of Graduates announced the selection of John Martinson as a distinguished graduate. In the 53 year history of the Air Force Academy, only 18 graduates have been honored with this top alumni award. John is the 4th honoree who was not a career officer. The Distinguished Graduate Award is presented by the Superintendent of the Academy and the Chairman of the AOG. John Martinson, Class of 1970, earned this prestigious honor for his military service, venture capital career, industry leadership and philanthropy.



ALL IN THE FAMILY



Cara and Joe Giquinto (Controller) and son Rocco announced the arrival of brother, Carlo Giquinto. Congratulations!



At an international ski school in Switzerland, Mark Usiskin (son of Donna, VP Business Development) earned a silver medal.

"Congratulations Mark!"

**MARTINSON GRANT SUPPORTS
TEACHER TRAINING IN SCIENCE EDUCATION**

Penn State's College of Education received \$525,000 grant from the Martinson Family Foundation of Lawrenceville, N.J. This three year project strengthens teachers' knowledge of mathematics and science in grades K-8 — a vital step toward encouraging more students to pursue interests in technology and engineering.

The Martinson grant supports development of specialized content courses for future teachers seeking certification.

The Martinson Family Foundation, established and led by John Martinson, supports educational initiatives that encourage K-12 math and science teachers to advance their knowledge and skills through collaborative programs at nearby colleges.

**EDISON VENTURE SPONSORS NJ
BUSINESS IDEA COMPETITION**

ROTHMAN INSTITUTE OF ENTREPRENEURIAL STUDIES,
FAIRLEIGH DICKINSON UNIVERSITY, MADISON, NJ

The New Jersey Business Idea Competition is designed to nurture an entrepreneurial mindset among high school students. The submission of a winning business idea will require careful planning and effective writing. The competition will help students develop an ability to think in a creative way. They develop skills to identify new business ideas throughout their careers.

For more information please visit <http://view.fdu.edu/default.aspx?id=1258>

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MORE THAN CAPITAL...

Management & Financial Counsel

An Edison General Partner usually serves on the Board of Directors. We advise management on strategic planning, financing, staffing and marketing. Edison is readily available as a continuing source of counsel and support to the entrepreneur.

We serve as a sounding board to discuss initiatives and share concerns. We generate ideas, offer private constructive advice and suggest practical alternatives. Edison realizes that all businesses encounter difficult periods. We anticipate problems and work closely with management to achieve solutions.

Our investment professionals guide companies on all aspects of fundraising including equity, lending and leasing sources, customer collections, government grants, distributions, licensing and royalty issues. We are especially experienced in securing financing for acquisitions.

Some Edison limited partners will consider direct investment. Edison recently led \$42M financing entirely from large institutions which are limited partners.

Edison Limited Partners include six commercial banks which provide credit facilities for venture backed growth companies. With Edison's equity investment strengthening the balance sheet, banks provide credit lines for accounts receivable and inventory, plus term loans or leasing for equipment purchases.

UPCOMING EVENTS:

- Advisory & Valuation Committee Meetings
- New England Regional Sharing Meeting
- Sales & Marketing Peer Group Meeting
- Director Network Meeting
- CFO Network Meeting
- Pharma Business Solutions Executive Meeting
- Female Executives Event
- CTO Executive Meeting
- FinTech Roundtable

Visit the Edison calendar at www.edisonventure.com News & Events for complete upcoming event schedule, detailed description and registration.

WWW.EDISONVENTURE.COM

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