



IMAGINE YOUR DREAM
BIGGER.

Michael Madden joins Edison Ventures

LAWRENCEVILLE, NJ, February 28, 2011 – Edison Ventures welcomes Michael Madden as Principal. He will lead investments in companies with primary focus on revenue generation and e-commerce consumer industries. Michael joined Edison's expanding New England team. During 2010 Edison closed four new investments in New England.

Madden was a Principal with Polaris Venture Partners. He joined Polaris in 2005 and made investments across a number of industries including digital media, consumer healthcare, loyalty and athletics. He was also responsible for building and managing the outbound deal-sourcing effort.

Previously, Madden worked with Edison's Michael Balmuth at Summit Partners. Madden sourced and executed late stage venture investments in information technology companies. Madden began his career with Hambrecht & Quist, later JPMorgan Chase, a technology-focused investment bank. He advised New England based software and media companies through mergers, acquisitions and financings.

"Michael Madden is an experienced venture capitalist who will enhance Edison's presence in e-commerce and New England," stated Chris Sugden, Edison Managing Partner. "I am thrilled to team up once again with Michael, to find, back and build expansion stage companies," continued Michael Balmuth, Edison General Partner and head of Edison's New England office. Madden will initially take board responsibility for several Edison portfolio companies. He will evaluate opportunities and lead new investments.

Madden earned an MBA at Stanford's Graduate School of Business and graduated with an AB in Economics from Harvard College, where he was a member of the varsity baseball and football teams.

Based in Edison's Boston-area office, Michael may be contacted at mmadden@edisonventures.com, 781-251-4308, Edison Ventures, 117 Kendrick Street, Suite 200, Needham, MA 02494.

Edison invested in 19 eCommerce & Interactive Marketing companies including Cadient, Exclaim, Fishbowl, Operative, Sonicbids, True Commerce and Vocus. Edison's 25 investments in New England include Andera, Blue Cod, DiagnosisONE, Maptuit, NetProspex, PlumChoice, RewardsNOW, Tangoe and VFA. Successful MA exits include CambridgeSoft, Marcam, MathSoft, Netegrity, ReTec and Tylink.

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 the 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, Needham, MA, New York, NY, McLean, VA and Cleveland, OH. Industry specialties include e-commerce and consumer-related technology, interactive marketing, financial technology, healthcare IT, application software and communications. Edison's successes include Axent, Best Software, Dendrite, Gain Capital, Neat, Princeton Financial, True Commerce, Virtual Edge, Visual Networks, Vocus and many other information technology leaders, which have a combined market value exceeding \$5 billion. Edison Ventures currently manages over \$650 million and is actively making new investments. www.edisonventures.com

Edison Ventures Contact:

Tricia Bradley
609-873-9224 (direct)
609-896-0066 (fax)
tricia@edisonventures.com