



VENTURE FUND

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The Leading Investor in Expanding East Coast Information Technology Companies

Orlando Mendoza Promoted to Principal In Edison's Massachusetts Office

LAWRENCEVILLE, NJ, May 27, 2009 – The General Partners of Edison Venture Fund are pleased to announce that Orlando Mendoza has been promoted to Principal.

From our Needham, MA office, Orlando identifies and evaluates investments in business services and eCommerce sectors. Orlando also sources and analyzes investment candidates in Massachusetts, Connecticut, New Hampshire and Rhode Island. He monitors and provides value-added services to Edison's portfolio companies.

Orlando will continue to contribute to the analysis team by conducting financial modeling, assessing technologies, interviewing references and researching markets. Previously, Orlando was promoted to Director of Analysis from Associate in Business Development where he qualified investment candidates that fit Edison's profile.

John Martinson, Managing Partner commented, "Orlando's success in Edison's business development and analysis roles prepared him well as an Edison investment professional." Michael Balmuth, General Partner and head of Edison's New England regional office continued, "Orlando quickly contributed to Edison's higher investment rate after relocating to the Needham, MA office."

Orlando joined Edison in 2004. His prior experience includes technology investment banking with Friedman, Turbidity & Co. Previously, Orlando worked for CitiCapital in Technology Lease Outsourcing.

Orlando holds a Master in Technology Management from University of Pennsylvania's School of Engineering and Wharton. He received a BA in Economics from Rollins College, spending a semester at Cambridge University. Orlando is former Technology Chair of Wharton Private Equity Partners, an alumni organization. He serves as judge for PennVention, the annual student inventors' competition.

About Edison Venture Fund

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 expansion stage (\$5 to 20 million revenue), information technology businesses. Initial investments range from \$5 to 8 million. Edison typically serves as the sole or lead investor in financings up to \$10 million. 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, McLean, VA, New York, NY and Needham, MA. Industry specialties include application software, communications, financial technology, interactive marketing, healthcare & pharmaceutical IT. Edison's successes include Best Software, Dendrite, Marcam, MathSoft, Netegrity, Princeton Financial, Visual Networks, VirtualEdge, Vocus and many other information technology leaders, which have a combined market value exceeding \$5 billion. Edison currently has \$550 million under management and is actively making new investments.

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