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The Leading Investor in Expanding Mid-Atlantic Information Technology Companies

Edison Venture Completes Follow-on Investment in PlumChoice Supports Growth of MA-based Premium Tech Support Leader

LAWRENCEVILLE, NJ, September 8, 2009 -- Edison Venture Fund announces completion of \$3.0 million follow-on investment for PlumChoice based in Billerica, MA. Edison participated in \$14.7 million round that included an Edison limited partner. Edison's cumulative investment reached \$10.5 million. The use of proceeds will expand sales, marketing, client support and product development.

PlumChoice provides premium technology support services to the home and small business market, assisting consumers, professionals, business travelers and telecommuters. Skilled technicians provide online support for PCs, Macs, smartphone devices, netbooks, MP3 players, network devices, printers, digital cameras and for how all these devices interoperate. PlumChoice addresses software, connectivity and operating system level issues.

"Edison's capital and value-added services are invaluable to a fast growing company like PlumChoice. We are pleased Edison continues to support Plumchoice's rapid expansion and growth initiatives," observed Ted Werth, CEO. Michael Balmuth, General Partner, and Ameeta Soni, Edison Director Network member, serve on the Board of Directors. Soni is the SVP of Marketing & Business Development for VFA.

"Raising this oversubscribed round with new investors is remarkable in the current environment, and a testament to PlumChoice's momentum, strong team and market leadership," commented Michael Balmuth. "The company's subscription model, high renewal rates and client acquisition are accelerating growth," noted Orlando Mendoza, Principal, who participated in the diligence process.

Edison invested in 18 innovative consumer related businesses such as ACT!, Fishbowl Marketing, Gain Capital, In Person Payments, Liberty Tax and Neat. Edison financed and guided 20 New England-based companies including Blue Cod, CambridgeSoft, Inmagic, Maptuit, Sonicbids, Tangoe and VFA. Successful exits include Marcam, MathSoft, Netegrity, ReTeC and Tylink.

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 late 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 Needham, MA, Lawrenceville, NJ, New York, NY and McLean, VA. Industry specialties include application software, communications, financial technology, interactive marketing, healthcare & pharmaceutical IT. Edison's successes include Axent, Best Software, Dendrite, E-Transport, 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. www.edisonventure.com

About PlumChoice

Since 2000, PlumChoice has become the nationwide leader in providing trusted remote technical services for the home, home office and small business primarily through business partners. PlumChoice leads the industry in technical innovation and integrated services, giving customers affordable solutions to their technology problems anytime, anywhere. Through its exclusive SAFELink™ Enterprise platform, PlumChoice offers comprehensive, flexible service options (one-time, per-minute and subscription plans) on personal computers & laptops, networking, software applications, printers, peripherals, MP3 players, digital cameras, smartphones and other mobile devices, and more. PlumChoice is trusted by more Fortune 500 companies than any other provider. Its team of U.S.-based, 100% industry-certified agents is available 24/7/365. PlumChoice's Partner Go-To-Market program helps business partners come to market rapidly and grow revenue quickly. The company offers specific integrated programs for Telcos, ISPs, manufacturers, retailers and e-tailers. PlumChoice services are also available online and in-store through many telecommunications service providers, retailers and software manufacturers, as well as many other partners. For more information, visit www.plumchoice.com/partner, call 1-888-PLUM-HELP (1-888-758-6435) or send email to sales@plumchoice.com.

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