

## EDISON ANNOUNCES “REGIONAL SHARING MEETINGS”

Edison organizes educational programs which are designed to share best practices among portfolio executives. The programs provide opportunities for networking with peers and experts.

Edison’s industry-specific and peer-group meetings continue to attract participation by most portfolio companies. In 2008, Edison is adding regional-oriented sessions to our Management Education Programs. These sessions will be open to all portfolio company executives, Edison Director Network members and Limited Partners. The meetings will be held at or near our four regional offices in New Jersey, New York, Pennsylvania and Virginia.

Our first sharing meeting will highlight technology executives, service providers, financing sources and government agencies. These leaders will discuss activity in the region and trends that are likely to affect Edison’s portfolio companies and network. The meeting will be held on Thursday, April 3rd at the Tower Club in Vienna, VA.

Maryland/Virginia .....April 3, 2008

Pennsylvania/Delaware..June 5, 2008

New York .....October 16, 2008

New Jersey.....November 20, 2008

Visit the Edison calendar at [www.edisonventure.com](http://www.edisonventure.com) for complete upcoming event schedules, descriptions and registration.

## NEW INVESTMENTS

Edison completed a \$5 million investment in **Inmagic**, headquartered in Woburn, MA. Edison is the sole institutional investor. More than 5,000 organizations around the world use Inmagic’s web-based software to catalog, search, retrieve and publish a wide range of content.

Joe Allegra, General Partner, serves on the Board of Directors with EDN member Tony Florence, EVP Sales of VFA. Tom Vander Schaaff, Vice President, and Joy Whitney, Research Analyst, conducted Edison’s due diligence.  
[www.inmagic.com](http://www.inmagic.com)



Edison invested \$4 million in Fort Washington, PA-based **Verilogue**. Edison is the sole institutional investor in this rapidly expanding provider of medical market research. Verilogue’s patent-pending technology system captures real-time physician-patient conversations at the point-of-practice™.

John Martinson, Managing Partner, serves on the Board of Directors with Edison Director Network member Heather Torak, Cadient COO. Orlando Mendoza, Director, and Mike Cichowski, Associate, conducted Edison’s due diligence.  
[www.verilogue.com](http://www.verilogue.com)



## EXITED TRANSACTIONS

Knight Capital Group acquired **EdgeTrade**, headquartered in Manhattan. EdgeTrade provides buy and sell-side firms with agency-only trade execution services and algorithms. Edison realized 3X return on this three year old investment.

Chris Sugden, General Partner, John Geraci and Rich Napoli, Edison Director Network members, served on the Board of Directors.  
[www.edgetrade.com](http://www.edgetrade.com)



Exact Software, headquartered in the Netherlands, purchased **Longview Solutions** for \$49.5 million. Edison Venture received \$8 million proceeds, representing 3X return on investment.

Longview develops, markets and supports corporate performance management software. Clients include Campbell Soup, Home Depot, JC Penney, Lockheed Martin, MetLife and many multi-divisional corporations.

John Martinson, Managing Partner, served as director for eleven years contributing strategic guidance and software industry expertise.  
[www.longview.com](http://www.longview.com)



## FOLLOW-ON INVESTMENTS

Edison completed a \$10 million follow-on investment in **Health Market Science** headquartered in King of Prussia, PA. Edison led the \$42 million recapitalization by Edison institutional Limited Partners plus Smith Defieux Capital Partners. Health Market Science is Edison’s all time largest investment at \$14 million.

HMS maintains the leading healthcare contact database of over two million practitioners and one million organizational healthcare providers.

John Martinson serves on the BOD along with Steve Wray, Cadient CEO and Edison Director Network member. Tom Vander Schaaff, VP Analysis, led the due diligence process.  
[www.healthmarketscience.com](http://www.healthmarketscience.com)



Edison completed a \$1.5 million follow-on investment for **In Person Payments (IPP)** headquartered in Fairfield, NJ. Edison’s cumulative investment reached \$7.8M. Old Lane led this growth financing round totaling \$20.5M for this late stage business. The use of proceeds will expand marketing, sales, products and working capital. IPP also repurchased shares from founders and early investors.

IPP provides financial services through 7000 bill payment locations in 35 states. The payment platform supports a network of independent neighborhood-based convenience stores and national grocery chains.

Chris Sugden serves on the BOD along with Edison Director Network member, Bob Farina.  
[www.ipppays.com](http://www.ipppays.com)



## EDISON OUTINGS

### The 2nd Annual Poker Tournament of Champions

was held in our Lawrenceville, NJ headquarters. Tom Vander Schaaff, VP of Analysis, was the champion. Tom holds the prestigious "Top Hand" Trophy. Rob Finn, Associate, came in 2nd place with Darry Oliver, CFO, pulling in 3rd. Darry also won best hand while Eileen Covey of the Accounting Dept came away with "First Out".



### On our next outing...



*In April, Edison staff and spouses will be attending "We Love Lucie" at the Kimmel Center in Philadelphia, PA. Peter Nero and the Philly Pops will take us down memory lane with stage and television sweetheart, Lucie Arnaz. This special show incorporates marvelous Broadway music along with fond anecdotes of what life was like growing up with her famous parents, Lucille Ball and Desi Arnaz.*



## EDISON SPONSORS EDUCATIONAL AWARDS

"Get Your Head In The Game", a Maryland statewide youth invention contest held at Camden Yards (home of the Baltimore Orioles) was sponsored by Edison Venture Fund. This event empowers youth to become innovative in their lives. Edison sponsors similar children's inventor programs in New York, New Jersey, Pennsylvania and Virginia. Over the past 10 years Edison has funded many K-12 programs for students or teachers.

# WELCOME



**DARRY OLIVER**  
CHIEF FINANCIAL OFFICER

As CFO, Darry leads Edison's financial operations including accounting, analysis, reporting, cash management, human resources, audit and tax compliance. He also tracks the performance of investments, assists in portfolio company guidance and due diligence, and leads limited partner reporting.

Ross Martinson, our CFO for 17 years, is leading Edison's exit process. As a General Partner, Ross also makes investments and serves as Director of portfolio companies.

Darry brings 30 years of senior finance, accounting and operational experience gained through public accounting and private industry. Darry was CFO and Special Partner of CEO Venture Fund, where he worked with Gary Golding on information technology investments in the Mid-Atlantic region. He also was CFO of several high growth privately-held information and software technology companies; CME Information Services, Intelligent Technology Group and Unilogic. Darry also held positions as the VP-Finance of Quality Foods, a large manufacturer, and COO of United Way of Camden County. Darry earned a BS with honors from Carnegie-Mellon University.

Darry Oliver is based in our Lawrenceville, NJ headquarters and may be contacted at [609-873-9205](tel:609-873-9205) or [doliver@edisonventure.com](mailto:doliver@edisonventure.com).

## SEVER TOTIA

PRINCIPAL

Sever is responsible for leading investments in enterprise software and business services companies primarily located in the Washington DC, Maryland and Virginia area. He focuses on software sectors including business intelligence, security, mobility, real-time infrastructure, information services and on-demand applications.

Sever is active in the venture community as President of the Young Atlantic Venture Association. He also serves on venture committees for MAVA, Deloitte & Touche Technology Venture Center, Maryland Incubator and National Sciences Foundation Tech Program.

For the past six years, Sever was with Lazard Technology Partners. He co-led the enterprise software investment practice. Sever worked closely with management teams and the boards of portfolio companies Vocus, Managed Objects, Intellitactics, NFR Security, Aptsoft, Cyveillance and BoxTone. Lazard and Edison were co-investors in Vocus and NFR, both realized successful exits.

Sever was a senior Product Manager with Thomson Financial. The Equity Research Products division comprised Worldscope, Disclosure, IBES and Datastream business lines. In this role, Sever led teams responsible for software platform development, database architecture, content operations management, as well as implementation of systems for equity analyses and quantitative portfolio modeling.

Sever is a Chartered Financial Analyst and a member of the CFA Institute. He earned a BS Finance from Virginia Tech.

Sever Totia is based in our McLean, VA office and may be contacted at [609-873-9218](tel:609-873-9218) or [stotia@edisonventure.com](mailto:stotia@edisonventure.com).



**DAVID NEVAS**  
BUSINESS DEVELOPMENT ASSOCIATE

David focuses on generating investment opportunities and conducting analysis of emerging information technology companies in Pennsylvania and Delaware. He also specializes in E-Commerce, Customer Relationship Management, Human Resources, Education, Supply Chain/Logistics and Business Services.

David has over six years of experience in operating and consulting roles within the technology industry. He was previously a manager at Carpathia Consulting leading engagements with early and growth-stage clients. David worked as a consultant at IBM and PricewaterhouseCoopers on strategy and technology engagements within the High-Tech, Media, and Manufacturing industries.

Additionally, David was a member of the product development team at Bookingzone.com, a WAP-based reservation service.

David is currently completing his MBA in Finance and Strategy at New York University Stern School of Business. He earned a BS in Business Information Systems at Lehigh University.

David Nevas is based in our Lawrenceville, NJ headquarters and may be contacted at [609-873-9228](tel:609-873-9228) or [dnevas@edisonventure.com](mailto:dnevas@edisonventure.com).

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**MORE THAN CAPITAL...**

# Human Resource Assistance

Attracting and retaining key staff is crucial for expansion stage companies. Edison investment professionals assist entrepreneurs by providing advice on issues such as compensation, benefits, incentives and recruiting.

Structuring competitive compensation and benefits packages is required to compete for top talent. Edison offers assistance in recruiting both senior management and middle management positions. Compensation and benefits survey data is available to check market competitiveness for key hires. The Edison partners and investment staff offer their expertise in designing incentive stock option plans, selection of recruiting services, authoring position descriptions and development of appropriate compensation and benefits packages.

**UPCOMING EVENTS:**

- Edison Advisory & Valuation Committee Meetings
- Maryland/Virginia Sharing Meeting
- Edison Pharma Business Solutions Meeting
- Edison Director College - Wharton School, Philadelphia
- Edison CFO Network Meeting
- Pennsylvania/Delaware Sharing Meeting
- LP Annual Meeting Philadelphia, PA
- New York Sharing Meeting
- New Jersey Sharing Meeting
- Edison FinTech Roundtable
- Interactive Marketing Executives Summit

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**WWW.EDISONVENTURE.COM**

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