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## The Leading Investor in Expanding Mid-Atlantic Information Technology Companies

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### Edison Venture Expands Specialist Teams Orlando Mendoza promoted to Director Rob Finn joins the Analysis Group Business Development Welcomes David Nevas

**LAWRENCEVILLE, NJ, December 18, 2007** -- Edison Venture Fund announced the promotion of Orlando Mendoza to Director of Analysis. Furthering Edison's expansion, Rob Finn has joined the Analysis Group. Business Development welcomes David Nevas.

Orlando Mendoza evaluates new and follow-on investment candidates while managing the diligence process. His analysis includes technical assessment, market research, reference checks and financial performance. Orlando also analyzes operating trends and business plans of active portfolio companies. "Orlando earned a well deserved promotion," said Tom Vander Schaaff, Vice President of Analysis. Orlando received a Masters in Technology Management from The Wharton School and the University of Pennsylvania's School of Engineering.

Rob Finn discovered many promising investment candidates within Edison's Business Development Team. In his new role, Rob will conduct due market studies, product evaluation, reference checks and operating due diligence. Rob earned a BS in Management Science from Massachusetts Institute of Technology.

David Nevas generates investment opportunities of information technology companies in Pennsylvania and Delaware. His industry specialties include Business Services, CRM, e-Commerce, Education and Supply Chain/Logistics. "David brings IT consulting experience and connects with entrepreneurs," remarked Donna Usiskin, Director of Business Development. David earned a BS from Lehigh University and is currently completing a MBA program at NYU's Stern School of Business.

John Martinson, Managing Partner observed, "Edison specialist teams increase the productivity and effectiveness of our investment process. Edison utilizes best practices in finding and evaluating emerging growth companies."

**About Edison Venture Fund**

Established in 1986, Edison partners with entrepreneurs, service providers and 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 a sole or lead investor in financings up to \$10 million. In addition to providing growth capital, Edison funds management buyouts, recapitalizations, spinouts and secondary stock purchases.

Edison's investment professionals are based in Lawrenceville, NJ, New York, NY, West Chester, PA, and McLean, VA. Industry specialties include application software, communications, financial technology, interactive marketing, healthcare & pharmaceutical IT. Edison's successes include Best Software, Dendrite, E-Transport, Gain Capital, Mathsoft, Princeton Financial, Virtual Edge, Visual Networks, Vocus and many other information technology leaders, which have a combined market value exceeding \$5 billion. Edison currently has \$650 million under management and is actively making new investments.

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