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

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### Edison Venture Invests in Optinuity Continues Investment Pace in Maryland

**LAWRENCEVILLE, NJ, January 12, 2007** -- Edison Venture Fund announced a \$4 million investment in Optinuity, based in Bethesda, MD. Prior investors, Mid-Atlantic Venture Funds, New Enterprise Associates and Venrock, participated in this \$6 million financing. The proceeds will be used to expand development, marketing and sales.

Founded in 2004, Optinuity provides Run Book Automation and Operations Process Management software for data center operations. Optinuity's solution is installed in over 130 customer sites worldwide.

Joe Allegra, General Partner of Edison, will serve on the Board of Directors. Orlando Mendoza, Associate, and Lenard Marcus, Investment Manager, led Edison's due diligence.

"Scott Stouffer is a proven executive who excels at building high growth companies," stated Joe Allegra. "Edison looks forward to helping accelerate adoption of their market leading technology," commented Lenard Marcus.

"I am very pleased to be partnering again with Edison Venture," stated Scott Stouffer, CEO of Optinuity and former CEO of Visual Networks which realized over 25X return. "Their investment capital and value-added services will fuel our expansion." Joe Allegra founded and built a successful productivity software company.

Edison has financed and guided 43 Enterprise Solutions companies. Active investments include CambridgeSoft, CorasWorks, Miria Systems, Satori, Tangoe, TrueCommerce and VFA. Successful exits include Best Software, Dendrite, Innaphase, MAPICS, Marcam, MDY, POMS and QSS. Edison has

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financed and guided 13 Maryland-based companies including Corestar, LogicTree, NFR, Regent Education, Skills Bank, Sentori and Vocus.

### **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 \$4 to 7 million. Edison typically serves as a 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 15 investment professionals are based in Lawrenceville, NJ, West Chester, PA, and McLean, VA. Industry specialties include application software, communications, education, financial services, healthcare & pharmaceutical IT and electronics. Edison's successes include ACT!, BTG, Gain Capital, Liberty Tax, MathSoft, Netegrity, Princeton Financial, Virtual Edge and many other information technology leaders, which have a combined market value exceeding \$5 billion. Edison currently has \$500 million under management and is actively making new investments. [www.edisonventure.com](http://www.edisonventure.com)

### **About Optinuity**

Founded in October 2004, Optinuity, Inc. provides Operations Process Management (OPM) software that automates the human-intensive administrative and problem resolution tasks performed by operations personnel in support of mission critical applications within large organizations. C2O is based on a proven process automation engine that is installed in over 130 customer sites worldwide. Optinuity® investors include New Enterprise Associates, Venrock Associates, and Mid-Atlantic Venture Funds.

[www.optinuity.com](http://www.optinuity.com)

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**Edison Venture Fund**  
1009 Lenox Drive #4  
Lawrenceville, NJ 08648  
609/896-1900 tel  
609/896-0066 fax

**Contact:**  
Tricia Bradley  
609-873-9224  
[tricia@edisonventure.com](mailto:tricia@edisonventure.com)

  
**Edison**  
VENTURE FUND  
[www.edisonventure.com](http://www.edisonventure.com)