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The Leading Investor in Expanding Mid-Atlantic Information Technology Companies

Edison Venture Finances PlumChoice Continuing Investment Pace in New England

LAWRENCEVILLE, NJ, August 16, 2007 -- Edison Venture Fund announced an initial \$4.8 million investment in PlumChoice, based in Billerica, MA. The proceeds will be used to expand operations, development, marketing and sales.

PlumChoice provides premium remote technology support services to the home and small business market, assisting consumers of all ages, home and small office professionals, business travelers and telecommuters. The company's skilled technicians provide online support for PCs, MP3 players, network devices, printers and digital cameras. PlumChoice addresses software, connectivity and operating system level issues.

Chris Sugden, General Partner, serves on the PlumChoice Board of Directors with Ameeta Soni, Edison Director Network Member. Soni is VP Marketing and Business Development at VFA, an Edison portfolio company. Tom Vander Schaaff, VP Analysis, and Ryan Ziegler, Investment Manager, conducted Edison's due diligence.

"Edison has a strong track record in recognizing and supporting innovators who go the distance," said Ted Werth, CEO of PlumChoice. "Edison's investment capital and value-added services will help fuel our expansion. I'm confident the Edison team's strategic counsel will be instrumental in our long term success."

"PlumChoice is demonstrating a scalable business model," stated Chris Sugden. "Their service quality and online delivery are more cost effective than in-home service and support," observed Tom Vander Schaaff. "PlumChoice is demonstrating a scalable business model. First time fix rates exceed 90%," noted Ryan Ziegler.

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Edison has invested in 17 innovative consumer related businesses such as ACT!, Exclaim, Gain Capital, Games Media, Liberty Tax and Neat Receipts. Edison has financed and guided 17 New England-based companies including Blue Cod, CambridgeSoft, Maptuit, 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 expansion stage (\$5 to 20 million revenue), information technology businesses. Initial investments range from \$4 to 7 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, 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 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

Founded in 2001, PlumChoice is the nation's leader in providing premium online computer support for the home, home office and small business market. The company continues to raise the bar on customer satisfaction and service for the PC services industry. PlumChoice combines the latest innovations in remote desktop technology with a proven online delivery methodology to offer the easiest and most effective range of remote support services on the market. PlumChoice has demonstrated that remote support services beat in-home service alternatives 8 out of 10 times for customer satisfaction, speed, convenience, effectiveness, cost and security. PlumChoice services are available direct-to-consumer and through a number of channel partners, including Circuit City, Firedog, EarthLink and CA. For more information, visit www.plumchoice.com

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