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The Leading Investor in Expanding East Coast Information Technology Companies

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

LAWRENCEVILLE, NJ, December 30, 2008 – -- Edison Venture Fund announces completion of a \$2.0 million follow-on investment for PlumChoice based in Billerica, MA. Edison's cumulative investment reached \$7.5 million. The use of proceeds will expand sales, marketing, client support and product development.

PlumChoice provides premium remote technology support services to the home and small business market, serving consumers of all ages, office professionals, business travelers and telecommuters. The skilled technicians provide online support for PCs, Macs, laptops, MP3 players, PDAs, mobile devices, network devices, printers and digital cameras. PlumChoice has developed SAFELink, a highly secure platform for delivery of an integrated suite of technology services anytime and anywhere customers need service. PlumChoice addresses software, connectivity and operating system level issues. Channel partners include AT&T, Intel, Circuit City, Firedog and CA.

"Edison's strategic guidance and value-added services are instrumental to our success," observed Ted Werth, CEO of PlumChoice. Michael Balmuth, General Partner, and Ameeta Soni, Edison Director Network member, serve as board members. Soni is SVP of Marketing & BD for VFA.

"Management's domain expertise and intense focus on customer satisfaction have made PlumChoice the market leader," commented Michael Balmuth. "The subscription model, high renewal rates and new client acquisition are accelerating growth," noted Orlando Mendoza, Principal, who led the diligence process.

Edison has invested in 18 innovative consumer related businesses such as ACT!, Exclaim, Gain Capital, Giant Realm, Liberty Tax and Neat. Edison has 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.

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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 \$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, 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

Since 2000, PlumChoice has become the nationwide leader in providing trusted remote technical services for the home, home office and small business. PlumChoice leads the industry in technical innovation and integrated services, giving customers affordable solutions to their technology problems anytime, anywhere. Through its SAFElink™ Enterprise platform, PlumChoice offers comprehensive, flexible service options (one-time, per-minute and subscription plans) on personal computers & laptops, networking devices, software applications, printers, peripherals, MP3 players, digital cameras, mobile devices/PDAs 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. For more information, visit www.plumchoice.com, call 1-888-PLUM-HELP (1-888-758-6435) or send email to sales@plumchoice.com.

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


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