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## The Leading Investor in Expanding East Coast Information Technology Companies

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### Edison Venture Completes Follow-On Investment in Presidium Fuels Growth of VA-based Education Leader

**LAWRENCEVILLE, NJ, June 19, 2009** – Edison Venture Fund announced completion of a \$2 million follow-on investment in Presidium based in Reston, VA. The proceeds will be used expand operations, marketing and service offerings. Edison’s cumulative investment reached \$9.5 million in this rapidly expanding, late stage company serving higher education.

Presidium provides a fully managed, multi-channel contact center for Education Services Management, including enrollment, financial aid and educational technology support. They maintain collaborative partnerships with over 750 education providers including colleges, education-focused software companies, publishers, for-profit education providers, K-12 districts, virtual schools and e-Learning organizations.

John Martinson, Edison Managing Partner noted, “The expanded sales force accelerated revenue growth.” “Presidium is establishing itself as a market leader,” continued Sever Totia, Principal.

“Edison’s strategic guidance and value-added services are instrumental to our success,” observed Greg Davies, CEO of Presidium. John Martinson and George Pappas, Edison Director Network member, serve as board members. Rob Finn conducted due diligence. Sever serves as an active BOD observer and contributor.

Edison invested in 10 Education Technology companies including Assessment Systems, eChalk, MathSoft, Nobel Learning, Regent, Skills Bank and TetraData.

Edison invested in 19 Virginia based companies including CorasWorks, Fishbowl Marketing, Formatta, Innovectra, Liberty Tax and Telarix. Successful exits include Best Software, BTG, International Telesystems, MEI and POMS.

### **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 Lawrenceville, NJ, McLean, VA, New York, NY and Needham, MA. Industry specialties include application software, communications, financial technology, interactive marketing, healthcare & pharmaceutical IT. Edison's successes include Axent, Dendrite, E-transport, Gain Capital, 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 \$550 million under management and is actively making new investments. [www.edisonventure.com](http://www.edisonventure.com)

### **About Presidium**

Presidium provides managed services to improve the student experience and support academic technology and learning-based enterprises through industry leading processes, technology, and people. Their focal offering is a fully managed, multi-channel contact center environment for Education Services Management (ESM).

The managed contact center provides privately branded and managed technical, instructional, and student services support as well as survey and evaluation technologies via phone, web- support portal and knowledge base, as well as chat-based support infrastructure. These solutions provide an important foundation for e-Learning success, measured via technology adoption and completion rates, user satisfaction, retention, and maximizing capacity utilization for education technology. Presidium provides comprehensive student relationship management services for the higher education community, and offers diversified managed services for many industry-leading organizations in higher education, K-12, and for-profit education. [www.presidiumlearning.com](http://www.presidiumlearning.com)

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