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

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### Ryan Ziegler Promoted to Principal

**LAWRENCEVILLE, NJ, May 20, 2009** – The General Partners of Edison Venture Fund are pleased to announce the promotion of Ryan Ziegler to Principal.

Ryan Ziegler discovers and evaluates investments in the interactive marketing, digital media, gaming and financial technology sectors. Ryan leads activities in New York where Edison has maintained an office in Manhattan since 2005. Ryan is currently a director at Giant Realm and TheInfoPro. He monitors two other Edison portfolio companies as a BOD observer.

After joining Edison in 2003 as Manager of Business Development, Ryan led development of Edison's referral network of technology executives, service providers and capital sources. In 2005, he was promoted to Investment Manager, sourcing and analyzing new investment opportunities.

"He is a rising star in the VC industry," stated John Martinson, Managing Partner. "Ryan continually adds significant value to Edison. He has sourced and worked on over a dozen investments while helping lead our interactive marketing and digital media practice," continued Chris Sugden, Managing Partner.

Ryan participates in regional venture, entrepreneurial and technology organizations. He serves on the board of the SIIA VC Group and was a member of the founding steering committee for NYCVC (Young NYC VC's). Ryan is a frequent speaker at entrepreneurial events, technology conferences and financing seminars.

Prior to Edison, Ryan was an Associate with SEI Investments in the enterprise sales, marketing and investment strategy teams. Ryan helped launch a multi-billion dollar corporate distribution channel program.

Ryan received a BS in Business Management and BA in Biology from Bucknell University.

### **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, Best Software, Dendrite, E-Transport, MathSoft, 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.

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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

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