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

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### Edison Completes Vocus Exit for 12X Return

**LAWRENCEVILLE, NJ, July 31, 2007** – Edison Venture Fund realized \$35M cumulative proceeds from public stock trades of Vocus. The company completed an IPO in December 2005. Edison realized a 12X return.

Edison was the initial venture investor in 2000. Gary Golding, General Partner, has served as a director since 2000. Jim Petersen, founder and CEO of Best Software, was an early director and investor. Vocus completed 32 consecutive quarters of revenue growth. “Vocus co-founders Rick Rudman and Bob Lentz have built an industry leading software company. Edison is very proud to have supported this talented group”, Golding added.

Rick Rudman, Vocus CEO, commented “Gary Golding was an effective advisor and value added contributor to the rapid rise of Vocus as the market leader.” Bill Donnelly, Vocus SVP Corporate Development, observed, “I enjoyed two IPO’s with Vocus and Best Software in collaborating with Edison’s entire team.”

When Edison initially invested, Vocus was primarily serving government relations. Gradually, software development, acquisitions, data and services were all combined to penetrate public relations departments of many organizations. Vocus recognized the benefit of the new business model and became a leader in software as a service.

### **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 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, New York, NY, West Chester, PA, and McLean, VA. Industry specialties include application software, communications, financial technology, healthcare & pharmaceutical IT and interactive marketing. Edison’s successes include Axent, E-transport, Dendrite, Gain Capital, MathSoft, POMS, Princeton Financial, Virtual Edge, Visual Networks and many other information technology leaders, which have a combined market value

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exceeding \$5 billion. Edison currently has over \$600 million under management and is actively making new investments.

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