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Edison Ventures Invests in Andera Online Financial Leader

LAWRENCEVILLE, NJ, September 28, 2010 – Edison Ventures announced \$7.5 million investment in Andera headquartered in Providence, RI. Andera is leading provider of customer acquisition solutions to over 425 financial institutions ranging from major banks to community credit unions. Proceeds will expand sales, marketing and product development for this late-stage, financial technology business.

Andera's solutions open and fund new accounts in five-minute online process. Technology integrates with core banking systems. Features include risk management, fraud detection, compliance, cross-selling, analytics and funding options. Deployment alternatives include SaaS or a developer platform enabling custom mobile and web applications.

Charlie Kroll, CEO Andera, commented, "Edison Ventures brings proven track record of accelerating growth through strategic guidance, sales expansion and market experience. As Andera expanded over the last few years, our relationship with Edison also advanced. Edison will be instrumental to our long term success."

"Andera grew profitably in challenging banking climate. Charlie Kroll leads exceptional team driving break-out growth through product line and market expansion," stated Michael Balmuth, General Partner who led investment team. "Customers and partners praised Andera's solutions, responsiveness and technology" added Orlando Mendoza, Principal, who headed Edison's diligence.

Michael Balmuth and Samantha Roady, Edison Director Network member, joined Andera's Board of Directors. Roady is Chief Marketing Officer for Edison portfolio company, Gain Capital, a leading provider of online trading technology and services.

Edison invested in 35 financial technology businesses. Active portfolio companies include Archive Systems, Billtrust, BFS, CheckPoint HR, CorrectNet, FolioDynamix, In Person Payments, Liberty Tax, Scivantage and TraderTools. High return exits include Best Software, DPM, EdgeTrade, E-Transport and Princeton Financial.

Edison's 23 investments in New England include Blue Cod, DiagnosisONE, Inmagic, Maptuit, PlumChoice, RewardsNOW, Sonicbids, Tangoe and VFA. Successful exits include CambridgeSoft, Marcam, MathSoft, Netegrity, ReTec and Tylink.

About Edison Ventures

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 late stage (\$5 to 20 million revenue), information technology businesses. Initial investments range from \$5 to 10 million. Edison typically serves as the sole or lead investor. 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, Needham, MA, New York, NY, and McLean, VA. Industry specialties include financial technology, healthcare IT, interactive marketing, application software and communications. Edison's successes include ACT!, Axent, Dendrite, Octagon, POMS, Virtual Edge, Visual Networks, Vocus and many other information technology leaders, which have a combined market value exceeding \$5 billion. Edison Venture currently manages over \$650 million and actively making new investments.

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About Andera

Andera is the leader in integrated online customer acquisition solutions for retail financial institutions. Dedicated to helping banks and credit unions use the Web to drive growth, its suite of products and services includes solutions for marketing, customer acquisition, account opening, funding, and cross-selling. Andera is headquartered in Providence, R.I. and can be found on the Internet at www.andera.com.

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