



IMAGINE YOUR DREAM
BIGGER.

Edison Ventures Invests in Lifebooker

Capital Will Power National Expansion of Local Marketing Leader

LAWRENCEVILLE, NJ, May 5, 2011 – [Edison Ventures](#) proudly announces a \$4 million investment in Brooklyn, NY-based Lifebooker. This online marketing and advertising solution attracts clients for small and mid-size health and beauty businesses. Edison's financing and guidance will accelerate national expansion beyond New York and Los Angeles.

Lifebooker's online Marketplace of discounted premium services, daily offers and real-time inventory optimization for local business represents the next evolution in pay for performance marketing. The Company offers daily deals with its LOOT emails to attract consumers. Consumers book appointments through Lifebooker directly into merchant's appointment calendar. Consumers take advantage of ongoing discounts and service offers by booking this way. Merchants are thrilled with the clientele, retention and yield management Lifebooker brings.

"Lifebooker's innovative management is achieving extraordinary market acceptance and viral growth", commented [Ryan Ziegler](#), Edison Principal. "Merchants raved about new affluent customers and repeat purchases", noted Tom Vander Schaaff, Partner who led diligence with Edison Associate, Dahlia Kang. Ryan Ziegler joined the Board along with Edison Director Network member Kevin Garton, Neat CMO.

Edison's [Interactive Marketing and Media](#) segment encompasses advertising technology, digital media, mobile solutions, revenue generation and investments in the social media economy. Edison's industry team includes Ryan Ziegler, Joe Allegra, Dahlia Kang and David Nevas.

"Edison immediately understood Lifebooker's sustainable profitable growth potential. Their company building expertise and strategic, value added services make Edison an ideal partner", stated Arnold Reichman, Lifebooker Co-founder and CEO.

Lifebooker marks Edison's 15th portfolio company in New York. Notable Interactive Marketing and Media investments include ACT!, Cadiant, Dendrite, Exclaim, Fishbowl Marketing, Operative, Motionsoft, NetProspex and Vocus.

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 sole

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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, New York, NY, McLean, VA, Needham, MA, and Cleveland, OH. Industry specialties include financial technology, healthcare IT, interactive marketing and ecommerce. Edison's successes include Axent, Cambridgesoft, Gain Capital, Liberty Tax, Marcam, Mathsoft, Virtual Edge, Visual Networks, Vocus and many other information technology leaders, which have a combined market value exceeding \$5 billion. Edison Ventures currently manages over \$700 million and actively making new investments. www.edisonventures.com

About Lifebooker

Lifebooker is a local services deal site providing its emerging affluent female consumer base a rich and continuous offering of discounted health, beauty and lifestyle services delivered via trusted and entertaining editorial media content.

Founded in 2006, the company has distinguished itself from its daily deal competitors with a technology-rich inventory management system providing local businesses with both lead generation and yield management capabilities. This sustainable marketing model has allowed Lifebooker to have the highest customer conversion and lifetime customer value in the industry. www.lifebooker.com

Contact

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