

Michael Cichowski Promoted to Principal of Edison Venture Fund

LAWRENCEVILLE, NJ, August 11, 2010 – The General Partners of Edison Venture Fund are pleased to announce the promotion of Michael Cichowski to Principal.

Michael evaluates and leads investments in financial technology. He identifies innovative companies and business models in capital markets, payments, banking and wealth management.

Previously, Michael was a Senior Associate on the Business Development team. He joined Edison in early 2007 and since then has sourced and tracked hundreds of opportunities. He originated investments in Presidium Learning and RewardsNOW. Michael also qualified and conducted due diligence for investments in Notable Solutions and TraderTools. He currently serves as an observer on the board of FolioDynamix.

“Mike is a key contributor to Edison’s Financial Technology team,” stated Chris Sugden, Managing Partner. “Mike is a rising star in the VC community,” continued John Martinson, Managing Partner.

Michael participates in venture investing, entrepreneurial and technology organizations with a focus on financial technology. He is a frequent speaker at industry conferences and events.

Prior to joining Edison, Michael held a variety of operating roles in Financial Services, Strategy Consulting and Information Technology. At Merrill Lynch Investment Managers he led middle office product initiatives in data management and client reporting. As a Consultant at Monitor Group, he helped organizations address strategic challenges. Michael also led the rollout of a web-based product for a venture-backed photo and video sharing startup.

Michael earned a M.S. from Columbia University and B.S. from Rutgers University both in Computer Science.

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 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 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, New York, NY, Needham, MA and McLean, VA. Industry specialties include application software, communications, financial technology, interactive marketing, and healthcare IT. Edison's successes include Act!, Axent, Best Software, Dendrite, Gain Capital, Liberty Tax, Marcam, MathSoft, Princeton Financial, Virtual Edge, Vocus and many other information technology leaders, which have a combined market value exceeding \$5 billion. Edison Venture currently has \$600 million under management and is actively making new investments.

www.edisonventure.com

Contact:

Tricia Bradley

609-873-9224 (direct)

609-896-0066 (fax)

tricia@edisonventure.com

Edison Venture Fund

1009 Lenox Drive #4

Lawrenceville, NJ 08648