

**Edison Venture Finances TheInfoPro  
Fuels growth of NYC-based Information Services Provider**

**LAWRENCEVILLE, NJ, January 6, 2009** -- Edison Venture Fund announced a \$7.25 million investment in TheInfoPro based in New York, NY. Edison is the sole institutional investor in this high-growth business. The financing will be used to expand sales, marketing and development.

TheInfoPro ("TIP") is a leading supplier of market intelligence for the information technology industry. TIP's quantitative-based, "voice of the customer" market research is differentiated from traditional qualitative analysis. Thousands of IT managers within Fortune 5000 companies participate in this proprietary network.

Ryan Ziegler, Edison Principal and Investment Manager, led the investment. Ryan along with Manu Bammi and Tom Dent, Edison Director Network members, joined the Board of Directors. Manu Bammi is the CEO of SmartAnalyst. Tom Dent is the former CEO of QSS. Tom Vander Schaaff, VP Analysis, conducted Edison's due diligence.

"Edison's guidance and value-added services will contribute to our accelerated pace," stated Ken Male, CEO. "Their network of industry contacts makes Edison the right strategic and financing partner to build a market leader."

"The Company has generated strong growth rates in an emerging market," commented Ryan Ziegler. "Customers praise the peer-based network and service model," stated Tom Vander Schaaff.

Edison has invested in 19 information and tech-enabled business service companies. Active portfolio companies include Archive Systems, Billtrust, Blue Cod, Fishbowl Marketing, HMS, Liberty Tax, Operative, PlumChoice, Neat, SmartAnalyst and VFA. Edgetrade, eTransport and MDY were successful exits.

Edison has made 14 investments in New York. CorrectNet, eChalk, FolioDynamix, Giant Realm, M5 Networks, Operative and SmartAnalyst are segment leaders.

### **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 investment professionals are based in Lawrenceville, NJ, McLean, VA, New York, NY, Needham, MA and West Chester, PA. Industry specialties include application software, financial technology, digital media & interactive marketing, healthcare & pharmaceutical IT. Edison's successes include Best Software, Dendrite, Gain Capital, MathSoft, Princeton Financial, VirtualEdge, Visual Networks, Vocus and many other information technology leaders, which have a combined market value exceeding \$5 billion. Edison currently has \$600 million under management and is actively making new investments. [www.edisonventure.com](http://www.edisonventure.com)

### **About TheInfoPro**

TheInfoPro (TIP) is the only independent research network for the Information Technology (IT) industry. Through a peer network of over 1600 of the world's largest buyers and users of IT, including Citigroup, FedEx, McGraw-Hill, MasterCard, Pfizer, Vodafone, PepsiCo, JPMorgan Chase, and Harvard University, TIP delivers detailed budget, vendor performance and technology roadmap data without spin or bias. Known as the "voice of the customer," TIP helps IT professionals, technology providers, and institutional investors make sound decisions on technologies, vendor relationships and investments. Founded in 2002 by alumni of Gartner, Giga, EMC, and Bell Labs, TIP is headquartered in New York City, with offices in San Francisco, and Boston. To learn more, visit [www.theinfo.pro.net](http://www.theinfo.pro.net) or call 1-212-672-0010.

---

**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](mailto:tricia@edisonventure.com)

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