

**Former NASDAQ Executive Joins Board of Directors of InsideVenture  
Capital Markets Infrastructure Expert Advises  
Financial Marketing Platform as it adds Liquidity Functionality**

Menlo Park, Calif. – April 17, 2009 – InsideVenture, Inc. today announced that David Weild IV has been named to InsideVenture’s corporate board. Mr. Weild’s expertise in capital markets will help guide late-stage venture-backed companies, long-term small cap institutional investors and private investors seeking growth opportunities with pre-IPO companies. Mr. Weild’s appointment formalizes an advisory role he has provided the company since Fall 2008.

“In the difficult week after 9/11, David launched a critical campaign as Vice Chairman of NASDAQ to convince NASDAQ-listed companies to initiate share buyback programs. Hundreds of companies heeded the call, including Microsoft, Cisco, Amgen and Starbucks, which created market stability that reassured individual and institutional investors and Wall Street as a whole,” said Mona DeFrawi, Chief Executive Officer of InsideVenture. “David’s leadership in times of crisis will help guide InsideVenture to deliver a capital markets solution to the IPO drought that supports venture-backed companies, rewards patient investors and drives the growth of our economy.”

Mr. Weild brings comprehensive knowledge of capital markets and a lifelong commitment to helping companies that drive the growth of our economy. InsideVenture’s recent debut conference validated its relevancy and ability to facilitate optimal financings. The next step in re-aligning the capital markets is to also provide the missing liquidity that investors need.

“As a proponent for market solutions to the IPO crisis, I’m encouraged that InsideVenture is taking the necessary steps to creating liquidity and visibility opportunities for late-stage growth companies,” said Weild, founder of Capital Markets Advisory Partners. “InsideVenture’s innovative investing platform promises to bring back the stability and long-term investor commitment that these venture-backed companies need to succeed.

Together, David Weild and Mona DeFrawi identified the 7 following factors that converged simultaneously nearly a decade ago, creating structural changes in the capital markets making them incapable of supporting small cap growth companies. These factors are permanent and will not change without intervention, such as that which InsideVenture was designed to provide.

1. IPO market cap size increased due to Internet bubble risk aversion
2. Consolidation of the “Four Horsemen” investment banks also raised IPO market cap size and cut research and trading support
3. Hedge fund IPO allocation growth created short term holding trends that undermined aftermarket support
4. Regulation-induced disappearance and natural attrition of sell-side research that supported small cap growth
5. New regulations tripled legal and accounting costs and execution risk by increasing time to market (Sarbanes Oxley and Public Company Accounting Oversight Board)
6. Decimalization of trading replaced long-term investors with trading-oriented investors



7. Loss of retail commissions due to internet brokerage caused retail brokers to abandon trafficking in stock ideas in favor of a more profitable asset aggregation model

#### **About David Weild IV**

Mr. Weild is the founder of Capital Markets Advisory Partners. He was formerly Vice Chairman of The NASDAQ Stock Market in charge of the Corporate Client Division with line responsibility for NASDAQ's 4,000 listed companies. Mr. Weild was behind NASDAQ's Market Intelligence Desk (SM), Corporate Services Network (SM), Dual Listings and Research Initiatives.

Prior to NASDAQ, Mr. Weild spent 14 years at Prudential Securities in a number of senior management roles, including President of eCommerce, Head of Corporate Finance, Head of Technology Investment Banking and Head of Equity Capital Markets in New York, London and Tokyo. Mr. Weild worked on over 500 IPOs, follow-on offerings and convertible transactions and was an innovator of new issue systems and securities underwriting structures, including the use of Form S-3s to mitigate risk for small capitalization companies raising equity and convertible debt capital.

Mr. Weild holds an MBA from the Stern School of Business and a BA from Wesleyan University. He has studied on exchange at The Sorbonne, Ecole des Haute Etudes Commerciales and The Stockholm School of Economics. Mr. Weild is a member of The Economic Club of New York and a member and former Treasurer of The Bond Club of New York. He serves on the board of Tuesday's Children, a charity providing support to children who lost parents on September 11. He currently holds FINRA Series 7, Series 24, and Series 63 licenses.

#### **About InsideVenture**

InsideVenture is an industry sponsored financial marketing utility creating a direct private market platform for institutional and strategic investment in late-stage private companies. InsideVenture's exclusive vetting and membership requirements connect the best late-stage venture-backed companies with revered long-term institutional and strategic investors to facilitate late-stage transactions, IPO participation and aftermarket support. InsideVenture is supported by investment leaders like T. Rowe Price, Wasatch Advisors, SVB Financial Group, NYSE, Alexandria Equities, IntraLinks, Inc., New Enterprise Associates, Domain Associates, DCM, Venrock Associates, Versant Ventures, Frazier Healthcare Ventures, Clarus Ventures, and Aisling Capital among others. InsideVenture is based in Menlo Park, California and on the web at [www.insideventure.com](http://www.insideventure.com)