

## INSIDEVENTURE LAUNCHES NEW HYBRID INITIAL PUBLIC OFFERING TODAY AT NEW YORK STOCK EXCHANGE

### Company Creates Hybrid Private-Public Offering to Transition Value Created by Private Companies in to Public Ownership

NEW YORK – June 1, 2009 – InsideVenture, Inc. today announced the introduction of the InsideVenture HPPO (sm) – a Hybrid Private Public Offering designed to deliver investment liquidity, stability and support for small and mid-cap growth companies and their investors. InsideVenture’s HPPO (sm) essentially blends late-stage venture and strategic investors with long-term fundamentally-oriented institutional investors to provide one closely held, small to mid-cap public offering dominated by investors committed to the long-term growth prospects of the company with some percentage of the shares reserved for retail investors. Along with InsideVenture’s aftermarket support program that fills the void created by the loss of sell side analysts and brokers and the decimialization of trading, the goal of HPPO (sm) is to correct the current over-allocation to short-term investors to provide both liquidity and a stable long-term public investor base for companies, thereby paving the way for a better transition from private to public ownership, with the potential to better sustain long-term revenue and job growth in support of the U.S. economy.

InsideVenture and three of its Selected Companies, Financial Engines, GlobalLogic, and IntraLinks will help ring the opening bell today to introduce the HPPO (sm) at the New York Stock Exchange, a partner and sponsor of InsideVenture. These three companies are prime examples of the successful, profitable companies that are creating significant economic value but are blocked by the broken IPO market from transitioning this value into 401K plans and other long-term growth oriented investments.

“Since our market launch in November 2008, we have connected directly with dozens of strong late-stage venture-backed companies that are creating substantial value as reflected by their revenues, profits and jobs created, but are inhibited in their future growth due to the restrictions and challenges of the IPO market,” said Mona DeFrawi, Chief Executive Officer of InsideVenture. “InsideVenture’s hybrid IPO, or HPPO (sm), will allow public investors to participate in the value creation of these terrific young companies.”

Having the right investors is the best way to initiate strong aftermarket support, and InsideVenture’s current 225 members are leading examples of top fundamental, long-term institutional investors that companies would select for their allocations. Top quality investors with a portfolio average holding period of two years or more are invited to apply for complimentary membership. Many current members have average holding periods of five or more years.

“By providing a primary market alternative to create liquidity for long-term investors, InsideVenture aims to address the triple threat to America’s startup ecosystem – the lack of growth capital for strong private companies, the flipping of shares that has wracked new IPOs and the liquidity crisis that threatens entrepreneurship and those backing

entrepreneurship in this country,” said David Weild, Chairman of the Board of InsideVenture. “Without public market opportunities for companies or viable investment vehicles for long-term small cap investors, the entire growth engine of America’s economy and our global innovation competitiveness are at risk.”

### **About HPPOs**

The InsideVenture Hybrid Private-Public Offering is a disciplined IPO alternative placement developed to reintroduce the small and mid-cap IPOs that helped form many of the economic giants of America including Microsoft, Apple, Intel and Cisco at a time when markets were dominated by fundamental investors and not traders. A company issuing an HPPO files an S-1 with the SEC, but during that process is aided by InsideVenture in securing allocation commitments from its current investors – just as they would participate in a late-stage private round – and from InsideVenture’s pre-qualified, long-term money manager members. Some allocations are reserved for retail investors to allow for listing requirements, trading and liquidity. Once a base of long-term investors is secured, the company, once declared effective by the SEC, will print red herrings and engage in a broad roadshow with the confidence that a significant allocation of its initial public offering will be held by investors focused on the long-term health and growth of the company – investment objectives that are much more closely aligned with those of the entrepreneurs and their venture capital investors. InsideVenture will assist companies in allocating their shares to long-term growth fundamental investors, 225 of whom, or over 25% of the market, have become members of InsideVenture.

### **About InsideVenture**

InsideVenture is a next generation financial services platform that drives late stage financing, liquidity, and the critical aftermarket support needed to succeed in the public markets. InsideVenture stimulates economic growth by helping to restore small cap IPOs, capital formation, and liquidity to the U.S. capital markets. We do this by filling the gap in serving long-term investors that was left with the departure of the “four horsemen” boutique investment banks. InsideVenture is a nexus from which to refocus financial markets back on long-term growth investing and has the support of top U.S. venture firms, fundamental fund managers and other industry leaders (e.g., T. Rowe Price, Wasatch Advisors, SVB, NYSE, NVCA, NEA, Domain, Venrock, DCM, Clarus, Frazier, Versant, Oak Inv., Aisling, and others). InsideVenture is based in Menlo Park, California and on the web at [www.insideventure.com](http://www.insideventure.com)

### **About Financial Engines**

Financial Engines is a leading independent investment advisor committed to providing everyone the trusted retirement help they deserve. The company helps investors with their total retirement picture by offering personalized retirement plans for saving, investment, and retirement income. To meet the needs of different investors, Financial Engines offers both online advice and professional management. Co-founded in 1996 by Nobel Prize-winning economist Bill Sharpe, Financial Engines works with America's leading employers and retirement plan providers to make retirement help available to

millions of American workers. For more information, please visit [www.financialengines.com](http://www.financialengines.com).

### **About GlobalLogic**

The leading specialist in global software product engineering services, GlobalLogic, Inc. partners with emerging and established technology companies and software-enabled businesses to help them bring great software products to market in less time and at less cost. GlobalLogic has ongoing partnerships with more than 150 companies in product vertical markets that include Enterprise Software, Healthcare, New Media and Telecommunications. It has completed more than 300 major products in the last 12 months with a better than 95 percent on-time delivery record. GlobalLogic has helped its clients release over 1,000 software products and was recognized by InfoWorld for its excellence in distributed Agile software product engineering. An Inc. 500 company, GlobalLogic has been ranked as a top place to work in both India and Ukraine by IDC and Hewitt Associates, respectively. GlobalLogic is headquartered in Vienna, Virginia and has global offices in Israel and the U.K. The company employs thousands of professionals in software product engineering centers throughout the U.S., India, Ukraine and China. For more information, please visit [www.globallogic.com](http://www.globallogic.com)

### **About IntraLinks**

IntraLinks(r) provides on-demand solutions for businesses to securely collaborate, communicate and exchange critical information inside and outside the enterprise. For more than a decade, 750,000 professionals from more than 90,000 organizations have relied on IntraLinks to accelerate workflow, optimize business processes and realize new profit potential. IntraLinks counts 800 of the Fortune 1000 as clients, including AstraZeneca Pharmaceuticals LP, Bank of America, Deutsche Bank and the FDIC. For more information, visit [www.intralinks.com](http://www.intralinks.com).

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