



INSIDE VENTURE

InsideVenture Opens Direct Private Market for Long-Term Institutional Investors and Pre-IPO Companies

Institutional Investors and Venture Capital Leaders Join to Address IPO Drought

Menlo Park, Calif. – November 18, 2008 – InsideVenture today announced the offering of premiere memberships to the industry’s only direct private market for qualified institutional buyers (QIBs) seeking investments in late-stage venture backed companies. Over one year in development, InsideVenture provides restricted access to proprietary late-stage company data, exclusive roadshows and invitation-only conferences for late-stage investments and pre-IPO candidate review. Following its public launch on November 1, 2008, InsideVenture has completely filled its founding memberships and is now enrolling premiere level members. Contact InsideVenture today to be considered before the remaining restricted memberships are closed on December 31, 2008.

“Stagnation in the IPO market has left institutional fund managers with little opportunity to invest in the next generation of innovative growth companies,” said Mona DeFrawi, CEO of InsideVenture. “InsideVenture has changed that by providing confidential access to late-stage growth investments in the best private companies, as vetted by the top veterans of venture capital and public buy-side investing. We believe this direct model for buyers provides the best dealfow of venture-backed, pre-IPO companies anywhere.”

InsideVenture Improves Private Due Diligence for Institutional Investors

The purpose of InsideVenture is to match long-term qualified institutional buyers (QIBs) with top venture-backed companies to optimize late stage financings. Membership in InsideVenture gives long-term institutional investors exclusive first looks at the best venture-backed late stage deals that have been screened and selected by boards of veteran investors. In addition, InsideVenture members receive immediate access to all confidential investment information and direct relationships with the companies’ management.

“T. Rowe Price is a large IPO buyer that holds small capital stocks on average longer than five years. We believe InsideVenture’s initiative is important because the IPO markets are currently broken and need an alternative mechanism to connect the correct buyers and companies,” Hugh Evans, Vice President, T. Rowe Price.

InsideVenture strictly controls the quality and quantity of late-stage investments approved for participation in its direct private market. Industry Selection Boards of

veteran investors review, vet and approve only a select number of late-stage companies seeking near-term financing. Below are a few of these seasoned investors:

DCM, Dixon Doll
Domain Associates, James Blair
Frazier Healthcare Ventures, Alan Frazier
New Enterprise Associates, Charles Newhall, III & Scott Sandell
T. Rowe Price, Hugh Evans
Venrock, Bryan Roberts & Ray Rothrock
Wasatch Advisors, Jeff Cardon

Invitation for Late-Stage and Pre-IPO Companies to be Featured on InsideVenture's Platform

All late-stage and pre-IPO technology and healthcare companies backed by venture capital firms based in the United States may submit an application to be nominated to InsideVenture. Submissions will be reviewed and vetted by InsideVenture's technology and healthcare selection board members. Selected companies will be featured on InsideVenture starting January 2009 and invited to present at the invitation-only InsideVenture Conference, March 24-26, 2009 in Santa Barbara, California. Submission deadline is midnight Pacific Standard Time, December 30, 2008.

InsideVenture Proprietary Member Restricted Products and Services

DealFlash™

Customizable DealFlash™ alerts notify members of the latest and most relevant investment opportunities featured on InsideVenture's portal, pre-screened by our high-integrity industry selection board process.

Virtual Data Room

All InsideVenture companies receive a private Virtual Data Room IntraLinks Workspace™ to efficiently manage due diligence, increase disclosure compliance and accelerate time to closing.

Virtual Roadshows

On-demand access to web-based roadshows deliver more than just slides and documents. InsideVenture's virtual roadshows provide a more complete view of a company that cut travel expenses while increasing the quality and detail of due diligence information.

Live Roadshows

InsideVenture connects management and investors directly in an in-depth way that provides opportunity to develop long-term visibility, due diligence and relationships.

Investor Conferences

InsideVenture's invitation-only industry conferences bring together the best late stage and pre-IPO companies with our institutional investor community. The next InsideVenture Conference is March 24-26, 2009 in Santa Barbara, California. Presenting companies are screened and invited by our Selection Board Members, composed of veteran venture capitalists and leading institutional investors.

About InsideVenture

InsideVenture provides the industry's only 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 an Industry Sponsored Enterprise with support from investment leaders like T. Rowe Price, Wasatch Advisors, Silicon Valley Bank, Intralinks Corporation, 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

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