

USVP Adds Key Individuals to its Consumer Internet and Business Services Team

***Mobile Advertising Expert John Hadl, from Brand-in-Hand, is Appointed Venture Partner
Mikael Berner, Former BeVocal Founder and CEO, Joins as EIR
Eric Bader Named to USVP's Digital Media Advisory Board***

19 August 2010, Menlo Park CA—U.S. Venture Partners announced today that John Hadl has joined the firm as a Venture Partner on its Consumer Internet and Business Services investment team. Mr. Hadl has worked with USVP for several years and was the first member of the firm's Digital Media Advisory Board. He also co-founded Total Beauty, a USVP portfolio company in the beauty products advertising business.

"It's an honor to be invited to join such a recognized group of investment professionals", said Hadl. "Having worked with USVP on several startups as an entrepreneur, I now look forward to helping others realize their visions and achieve success."

John will continue as CEO of Brand-in-Hand (BIH), a leader in mobile advertising. BIH counts Proctor and Gamble, American Express, Best Buy and General Mills among its customers. In 2007, Brandweek named Hadl one of the "Marketers of the Next Generation" and Advertising Age acknowledged him as one of its distinguished "40 Under 40". John will remain in Los Angeles where USVP has investments in Savings.com and Total Beauty, among other companies.

USVP General Partner Paul Matteucci commented that, "John has been instrumental in identifying great opportunities for USVP, several of which have led to investments that are tracking nicely. He has an excellent eye for what will become valuable to major brand marketers, and we intend to leverage his skills aggressively."

Hadl will join current team members Mamoon Hamid, Steve Krausz, Rick Lewis, Ted Maidenberg and Paul Matteucci. USVP's Consumer Internet and Business Services team explores future opportunities engendered by the increasing growth, ubiquity and mobility of digital services and media for both business and consumers.

Successful Entrepreneur and CEO Returns to USVP

USVP is also pleased to announce that former BeVocal CEO, Mikael Berner, has joined the firm as an Entrepreneur-in-Residence, in Menlo Park, CA. Berner will work with USVP to help evaluate and grow firms in Enterprise Services and Mobile Solutions.

Berner co-founded BeVocal to improve the way large enterprises serve their customers, by utilizing BeVocal's On Demand-based customer care solutions. With USVP's backing, Berner grew BeVocal into the leading provider of On Demand Speech Solutions, before he sold the company to Nuance Communications in 2007. Today, BeVocal is Nuance's On Demand Network, handling billions of calls a year from consumers seeking to get help and services.

"Mikael has a deep understanding of how to work with the world's largest companies. His knowledge of large enterprises, mobile solutions and on demand delivery is something we are very excited to bring on board", said USVP General Partner, Irwin Federman.

Until recently, Berner was the Senior VP of Nuance Communication's Enterprise Division, which provides software, cloud based solutions and mobile customer care solutions to enterprises around the world.

"USVP is firmly committed to building great companies. It has been my pleasure to be associated with them over the past 10 years, and I look forward to working with them to help build new companies", said Berner.

USVP Beefs Up its Digital Media Advisory Board

Meanwhile, Eric Bader has agreed to join USVP's Digital Media Advisory Board, where he will serve along with Robert Scoble as an advisor to the firm. Eric is Chief Strategy Officer, Worldwide at Interpublic Group's *Initiative*, a performance-led communications agency. Prior to *Initiative*, Bader served as President of Brand-In-Hand and Managing Director at MediaVest. He has also held positions at CSTV (which is now CBS College Sports), Ogilvy and Hasbro.

"Eric's knowledge of the online and mobile advertising markets is unmatched and he is experienced working with both Fortune 500 CMOs and 10 person start-ups," remarked USVP's Ted Maidenberg. "We look forward to working closely with Eric, to identify current best practices and emerging trends now and for the years to come."

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USVP's Consumer Internet and Business Services portfolio includes lead investments in 4Info, Adify, Blekko, Box.net, Dotomi, Factory, Guidewire, Hooked Media Group, Imperva, Living Social, Media6, MyYearbook, ReadyForce, Revolution Money, Right90, Savings.com, Smartling, SocialShield, SupplyFrame, ThreatMetrix, Total Beauty, Trovix, and Winster. Adify, Revolution Money, and Trovix are notable exits from USVP's portfolio over the past three years.

About USVP

U.S. Venture Partners (USVP) is a leading Silicon Valley-based venture capital firm, helping entrepreneurs build world-class companies since 1981. USVP focuses on early stage opportunities in sectors where the Partners have the domain expertise, operating experience and network of relationships to contribute to the success of an enterprise. Currently, the firm invests in digital communications, network systems, consumer and business services, media, semiconductors, clean technologies, biopharmaceuticals and medical devices.

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