

## FOR IMMEDIATE RELEASE

### **Valhalla Partners Funds Technology Ventures in Metro Washington, D.C.**

*Venture Capital Firm Backs Avail Media, BDMetrics and Verical with \$14 Million*

**Vienna, VA – December 5, 2007**— Valhalla Partners today announced that it has recently completed rounds of venture funding for three early-stage technology companies in the mid-Atlantic region: Avail Media, Inc. of Reston, VA; BDMetrics of Baltimore, MD; and Verical Incorporated of Alexandria, VA. The firm has invested a combined total of \$14 million in all three companies, which will further facilitate operational growth, research and development efforts and sales expansion.

Avail Media, Inc., the nation's premier provider of IPTV and advanced media services to broadband operators, received \$7 million of Series B funding from Valhalla Partners to reach a total of \$25 million of capital to date. Also backed by lead investors Columbia Capital, Novak Biddle Venture Partners, and Pioneer Ventures, Avail will use the funding to further execute on its vision to deliver world-class innovation and support to customers across the entire IPTV value chain through the creation of next-generation technology and services. Art Marks, general partner with Valhalla Partners, will serve as board member for the company.

BDMetrics, which enables trade show owners to monetize their member base year-round through innovative search, personalization, media, and lead generation capabilities, has received a \$15 million Series C round of funding. Valhalla contributed \$4.1 million to the round led by Greenhill SVAP with other institutional investors including Grosvenor Funds, New Markets Growth Fund, and Maryland DBED. The investment will allow BDMetrics to consolidate and build upon its market leadership in providing B2B lead generation and online media solutions to the \$10 billion trade communities by developing its You-Based™ and Event365™ technologies for trade shows and corporate B2B marketers. Valhalla Partners has participated in all investment rounds at BDMetrics and Art Marks, general partner with the firm, has been on the board since the Series A round.

Verical Incorporated, a provider of supply chain security software and services to protect the brands of global manufacturers from the threat of counterfeit parts, received a \$3.2 million Series A round of funding. The funds are earmarked for sales and operations expansion, ultimately enabling the company to better guard its customers against the increasing levels of fraud and counterfeiting encountered in international trade. The funding will also enable Verical to develop

its global e-commerce assurance technology, which uses real-time data to identify and mitigate risk.

“Each one of these investments has impressive and innovative technology coupled with management teams we truly believe in,” commented Hooks Johnston, general partner with Valhalla Partners and a director of Verical. “In every case, these are companies we have worked with from an early stage and are lead by dynamic local entrepreneurs.”

### **About Valhalla Partners**

Valhalla Partners is a trusted partner and advisor to technology entrepreneurs in their quest to build world-class companies. Based in the mid-Atlantic, the firm’s management team has made more than 100 investments over the past twenty years and produced almost \$1 billion of investment proceeds. Valhalla prefers investments where the mission of the company is to innovate, challenge and fundamentally change the dynamics of new and existing markets. Past investments by Valhalla’s team include Advertising.com, BDMetrics, CareerBuilder.com, Clarify, EnterpriseDB, Epicor, Exchange Solutions, JumpTap, LeftHand Networks, Mobius, NextLink, Nirvanix, Progress Software, Proxicom, Register.com, Riverbed Technologies, SEPATON, ServiceBench, Trilogy, and webMethods. Valhalla Partners brings the full power and network of its experienced team to every investment it makes, helping companies grow faster and smarter regardless of size or maturity. For more information, go to [www.valhallapartners.com](http://www.valhallapartners.com).

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