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## Digital Performance Revs Up Series A Funding

### By VentureWire Staff Reporters

**October 23, 2008** – Newport Beach, CA - Digital Performance Inc., a company that operates an online marketplace for high-performance automotive parts and accessories, has secured \$3.2 million of Series A financing.

Rincon Venture Partners led the round with participation from Arcturus Capital and Momentum Venture Management, the firm that seeded the company with \$500,000 two years ago.

Digital Performance provides a database of automotive aftermarket parts for car enthusiasts that can be sorted by parts that are compatible with year, make and model. It makes a commission from retailers when a product is sold through its site.

The proceeds of the round will be used to build a sales team to add more retailers to the site and to line up more auto enthusiast Web sites as syndication partners. It will also be used to expand the information in its database, said Andy Wilson, a managing director of Momentum Venture Management.

The company's revenue is currently between \$500,000 and \$1 million, Wilson said. He declined to provide a valuation for the round.

The company also announced that Andrew Donchak will take over as chief executive for Wilson, who has served as CEO since the seed round to prepare the company for a Series A.

Donchak previously held executive roles at AutoByTel Inc. and Navigation Technologies Corp.

Digital Performance, founded in 2002 and based in Newport Beach, Calif., has 15 employees.

As a result of the financing, Wilson of Momentum Venture will become the company's chairman. Jim Andelman of Rincon Venture Partners and Stephen Watkins of Arcturus Capital will also join the board.

<http://www.digitalperformance.com>

### About Digital Performance Inc.

Digital Performance is a Newport Beach-based Internet services company with a portfolio of products and services for manufacturers, resellers and enthusiasts involved in the automotive marketplace. In its six years, it has developed the world's largest database of performance parts and accessories with specific year/make/model fitment information. This information is served to consumers through a syndicated online Shopping Guide network that helps consumers figure out which products to buy and where to find them online, and also helps manufacturers, publishers and online retailers drive more transaction revenue.

Momentum Venture Management is a Los Angeles-based firm that helps early-stage companies achieve early business results and develop credibility in order to get funding and transform their ideas, technologies and products into sustainable, successful businesses. For more information, please visit [www.mvmpartners.com](http://www.mvmpartners.com).