



Momentum Venture Management Announces Series A Funding for Digital Performance Inc.

\$3.2 Million Investment in Newport Beach Technology Company Led by Rincon Venture

October 27, 2008 – Pasadena, Calif. - Momentum Venture Management (www.mvmpartners.com), a Los Angeles company that helps entrepreneurs transform their technologies into viable, well-funded businesses, today announced that its portfolio company Digital Performance Inc. (www.digitalperformance.com) has completed its series A funding round. The investment - which includes \$3.2 million of new capital and conversion of previous bridge debt - was led by Rincon Venture Partners (www.rinconvp.com) and also includes Arcturus Capital (www.arcturusvc.com) and Momentum's own co-investment fund. The company is in the final stages of closing a small amount of additional capital before it formally closes the round. Digital Performance Inc. (DPI) is a Newport Beach-based Internet services company with a portfolio of products and services for manufacturers, resellers and enthusiasts engaged in the performance automotive parts industry who aspire to capitalize on the growing importance of the internet as channel to reach their customers.

Momentum Venture Management specializes in helping early-stage companies overcome their unique challenges by bringing experienced interim management skills, critical bridge capital, and a large network of relevant resources to achieve business traction and secure the next stage of investment. Andy Wilson, a Managing Director of Momentum Venture Management who also served as interim CEO of Digital Performance, says, "from day one our goal has been to help innovators build successful businesses, and this funding round is proof that our approach works. We plan to double the size of our staff in the coming months, and the series A funding will be used to add resources to build out our databases and reinforce our operations."

In conjunction with the funding, Digital Performance has hired former AutoByTel EVP and Navtech VP Andrew Donchak as CEO, which will allow Wilson to move into an advisory role. "Our approach is to get companies to a point where they can secure institutional funding and attract world class CEO leadership so we can step away from day-to-day management. Andrew is just that type of executive and we are excited to have him run the business long-term."

Jim Andelman of Rincon Venture Partners says, "we have evaluated various deals that have come through the Momentum process and value the hard work they do to prove market viability of their companies and position them for exciting growth. We know the online marketing services space and were impressed by the business model and traction of the company. We are looking forward to working with Andrew Donchak and the DPI team to build a great business."

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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.

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.

About Rincon Venture Partners

Rincon Venture Partners aligns itself with extraordinary entrepreneurs and supports them as they build world-class businesses. Based in Santa Barbara, the firm targets California's Central Coast and the Greater Los Angeles area. Rincon is an early-stage investor, typically following an angel round as a company's first institutional investor. The firm is guided by certain investment themes: the digitization of communications and content of all kinds; the provision of information technology as a service; and consumer adoption of technology. Rincon seeks investment in businesses that benefit from powerful macroeconomic trends, are at or near the point of initial commercialization, and have capital-efficient business models. For more information, visit www.rinconvp.com.