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Momentum Venture Management Names Stuart MacFarlane Managing Director

Internet veteran joins founders at the helm of LA-based technology accelerator

March 5, 2007 – Los Angeles, 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 Stuart MacFarlane, a veteran of Internet media and consumer companies, has come aboard as a managing director. Stuart will lead Momentum's growing effort into the consumer internet space.

Stuart brings more than 10 years of consumer Internet and new media experience to Momentum Venture Management, with a strong track record of launching popular online destinations. He joined Momentum after serving as founding CEO of Insider Pages, a search engine backed by Sequoia Capital, Softbank Capital and Idealab. Stuart quickly built Insider Pages into a leading user generated content site before it was sold to Citysearch in 2007. Previously he was VP of New Ventures at Idealab, where he advised portfolio companies in business development, fundraising and new product development. Stuart founded his first venture, MXG Media/Moxiegirl in 1997, when he and his partner quit their consulting and investment banking jobs to build an online community for teenage girls. While there, he raised multiple rounds of venture funding and launched popular Internet, magazine and television properties. He holds an MBA from Harvard Business School and a Bachelor's Degree from Cornell University.

Momentum Venture Management helps early-stage companies achieve early business results and develop credibility in order to attract funding and transform their ideas, technologies and products into sustainable, successful businesses. The firm was co-founded in 2005 by Andy Wilson and Matt Ridenour, who have significant backgrounds and track records as executives in early-stage companies and as principals in venture capital firms, where they have collectively raised more than \$200M for early and growth companies. In their various experiences, they noted that many promising companies did not get funding because they had gaps in their plans or in their senior management teams.

"We think Stu is an excellent fit for Momentum because of his unique background as an entrepreneur, a venture capitalist and an operations expert," Ridenour says. "Our business model is based on having a very 'hands-on' approach with our portfolio companies, and Stu has exactly the kind of experience that emerging technology companies need. In addition, his strong track record in consumer and media companies is a perfect addition for us as we expand the scope of our portfolio."

About Momentum Venture Management

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. The company was formed by former Dartmouth and Harvard Business School classmates Matt Ridenour and Andy Wilson. For more information, please visit www.mvmpartners.com.