



Momentum Venture Management one of four Southern California VCs named in TheFunded's "Most-Loved Venture Capitalists"

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Momentum's Stuart MacFarlane listed in top 50

February 3, 2010 – Pasadena, CA - Momentum Venture Management (www.mvmpartners.com), a Los Angeles-based company that helps early-stage companies 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, is pleased to announce that TheFunded.com has named principal Stuart MacFarlane to its list of the "most loved" VCs in the country. TheFunded.com is an online community of entrepreneurs to research, rate, and review funding sources worldwide. Momentum recently announced a new investment in iChange Networks (www.ichange.com), and in recent months has led or co-led follow-on investments in Southern California-based Cyber-Rain, Phoenix ET, Digital Performance, and ISaccountable.

The list includes only 84 of nearly 18,000 VC's included in TheFunded.com's database, and is based on feedback provided by venture-backed CEOs across the country. The full list can be found at <http://www.techcrunch.com/2010/02/02/most-loved-vcs-2009-thefunded/>

"This recognition provides another point of validation that our core mission, to help entrepreneurs build great businesses, is working," says Andy Wilson, Managing Director of Momentum Venture Management. "We have all been in the CEO seat on multiple occasions and understand the real-world challenges facing an entrepreneur. Our business model is based on a practical hands-on approach to helping entrepreneurs. We are very happy to get recognition for our unique approach."

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.