

## GROTECH VENTURES INVOLVED IN TWO UPCOMING HIGH-PROFILE INDUSTRY EVENTS

*Leading Mid-Atlantic Venture Firm Cites SaaS and  
Social Advertising as Burgeoning Technologies*

**Vienna, Va. -- May 26, 2009 --** [Grotech Ventures](#), a leading early investor in high-potential technology companies and one of the longest-established firms in the venture industry, today announced its involvement in two upcoming high-profile industry events, [Capital Connection](#)<sup>™</sup> '09 and [Digital Media Conference](#) 2009, that focus on high-growth technology areas.

Grotech general partner Steve Fredrick, who focuses on the software and Internet sectors, is one of four selection co-chairs for the prestigious Capital Connection event. The conference is organized by the Mid-Atlantic Venture Association ([MAVA](#)) and is being held today and tomorrow at the Mandarin Oriental Hotel in Washington, D.C.

About 50 of the Mid-Atlantic region's hottest emerging technology companies will speak at the gathering, including a pair of Grotech's portfolio companies: [ARPU](#) (an e-commerce company that specializes in sophisticated credit card processing and subscription management technologies) and [Zenoss](#) (an open-source network management solution provider).

"Capital Connection '09 reflects the prominence and rapid growth of technologies like SaaS," Fredrick commented. "It takes far less seed money to start a technology company today because of open-source technologies and technology-enabled services. This has spawned a generation of agile startups that are well-equipped to tackle IT challenges in a cost-effective way."

On June 25, Grotech general partner Don Rainey will address attendees at the highly regarded Digital Media Conference at the Ritz-Carlton Tysons Corner in McLean, Va. Rainey, who focuses on IT markets such as digital media and online advertising, will speak on the panel, "Investing in Digital Media in a Down Market," along with Kuk Yi, managing director, Best Buy Capital and Gene Barton, principal, Fish & Richardson. The panel will discuss promising digital media sectors, where investors are putting their money in these tough economic times and some of the common and not-so-common deal terms.

"Social advertising is one of the most promising areas in the digital media space," said Rainey. "There's a huge delta in learning how to harness this evolving two-way medium and to date we've only seen the very beginning."

Rainey will be joined at the event by Tim O'Shaughnessy, the CEO and co-founder of [LivingSocial](#), another Grotech portfolio company. O'Shaughnessy will speak on the panel, "Breaking Down Social Media: Opportunities and Challenges for Content Owners, Brands and Marketers." LivingSocial created the wildly popular "Pick Your 5" Facebook application, which set a record by attracting nearly 30 million unique users in April.

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### **About Grotech Ventures**

Founded in 1984, Grotech Ventures ([www.grotech.com](http://www.grotech.com)) is a leading early investor in high-potential technology companies. Grotech seeks investments in communications and IT infrastructure, software and services, and Internet and digital media. The firm focuses on the Mid-Atlantic and Southeast regions and other select geographies.. Grotech continues to invest and add value throughout the growth of its portfolio companies. The firm has a strong combination of financial backing, industry relationships, and deep domain and operational expertise to accelerate growth. With approximately \$1 billion under management in its seven funds, Grotech supports early-stage companies through investments starting at \$500,000.

### **About Capital Connection '09**

MAVA's flagship event, Capital Connection™ '09, is scheduled for May 26-27 at the Mandarin Oriental Hotel, Washington, DC. Opinion leaders from business and government will be on the program along with more than 50 technology companies at all growth stages that will be showcasing their capabilities to a nationwide audience of investors, advisors, partners, and entrepreneurs. For registration information, go to [www.capitalconnection.org](http://www.capitalconnection.org).

### **About Digital Media Conference 2009**

With 500+ participants, Digital Media Conference at the Ritz-Carlton in Tysons Corner attracts the best and brightest from the DC region and beyond for a packed day of in-depth discussions and networking focused on the business issues impacting digital media companies. The 2009 event includes two tracks -- one on online media and the other on mobile media -- keynotes, panels, breakfast, networking breaks, lunch and reception at the beautiful Ritz-Carlton in Tysons Corner. The event has caught the eye of many leading media outlets including the Washington Post and C-SPAN, which aired interviews from the 2008 conference on "The Communicators," its new weekly series featuring interviews with "the people who shape our digital future." This is a "must-attend" event for individuals and companies working at the intersection of content, technology and commerce. For more information, please visit [www.digitalmediaconference.com/east](http://www.digitalmediaconference.com/east).

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