

DATA SHEET

Press Inquiries:

Kimberly Caulfield
Director of Marketing Communications
+1.720.224.9184
kcaulfield@wideorbit.com

Beginnings:

WideOrbit was founded in July 1999 after Eric Mathewson recognized antiquated software in the media industry was hampering the ability of media outlets to operate efficiently. Near monopolies in the industry had effectively limited technological innovation and the primary legacy software in the industry at that time hadn't had a meaningful update since the 1970s.

From the beginning, WideOrbit was architected to optimize the business of advertising revenue of all media forms, not just TV or Radio or Cable. The original and continuing vision has been to make it easier to buy and sell media. WideOrbit is fulfilling that vision by creating a stable, state of the art platform to sell TV, Radio, Network, Cable Interconnect, Handheld Video, Movie Theatres and Digital Display.

Today: Driving the Business of Advertising

WideOrbit provides advertising infrastructure that empowers media companies anywhere in the world to improve yield management and maximize advertising revenue. WideOrbit delivers flexible software solutions that address the needs of a wide range of advertising mediums today and in the future. WideOrbit simplifies and automates the sales, traffic and billing of advertising with proven software solutions and delivers to customers unprecedented control and visibility into their advertising inventory across a variety of ad mediums.

Major Investors:

Eric Mathewson, CEO and Founder, has been the primary investor in WideOrbit. In August 2007, WideOrbit also received capital from Khosla Ventures, Greycroft Partners and Hearst Corporation.

Key Clients:

WideOrbit's client list includes: NBC, Telemundo, Hearst-Argyle Television, Gannett, Meredith Corporation, Madison Square Garden, Transit TV, Scripps Television Group, and Qualcomm/MediaFlo. More than 160 companies globally use WideOrbit software to manage their advertising operations.

Management:

Eric Mathewson, Founder & CEO

Eric founded WideOrbit in 1999 after discovering that the software systems supporting media companies were very archaic. He has been an active private equity technology investor since 1994. Eric is also Managing Director of Prescient Capital as well as the majority investor and owner of WideOrbit.

Bruce Roberts, President

Bruce is an experienced broadcast television veteran who joined WideOrbit after more than 15 years at ABC owned and operated television stations. Most recently he was General Sales Manager for KGO-TV in San Francisco as well as Sales Manager for KABC-TV in Los Angeles. Prior to working for ABC/Cap Cities, Bruce worked for HRP and Blair.

Nathan Gans, Chief Operating Officer

Nathan has worked for rapidly growing enterprise software companies for more than 20 years, including eight years at Columbine Systems from 1980-1988. Nathan brings an experienced skill set to WideOrbit managing the process of installation and training of mission critical broadcast systems. Nathan is responsible for all training, installation and customer service.

Eric Moe, Chief Technology Officer

Eric joined WideOrbit as Chief Technology Officer, after co-founding OpenTable.com. Before OpenTable, Eric worked as a technology consultant to Fortune 500 companies, including Safeway, Kraft, Silicon Graphics, Countrywide and the City of San Francisco. Eric is responsible for all hardware integration and advanced systems development.

Mike Zinsmeister, Vice President, Sales

Mike has been with WideOrbit for three years and in the broadcast software business more than six years. Mike is globally responsible for all product sales and new market identification at Wide-Orbit. Prior to WideOrbit he was Sales Director for the Eastern US at Encoda (now Harris) and the National Sales representative for Clear Channel's Millennium Sales & Marketing. Mike began his career in local television sales at KXRM in Colorado Springs and also sold advertising for newspaper prior to being Millennium.

Igor Tsyganskiy, Senior Vice President of Engineering

Igor Tsyganskiy comes to WideOrbit from SAP where he spent more than a decade and was most recently Head of the Advanced Technology Group. Prior to SAP, Igor was Chief Architect and co-founder of TeaLeaf Software. Igor manages software development for all of WideOrbit's new product lines. He brings to WideOrbit strong expertise in new software technologies, business process automation and optimization, enterprise system design, analytics and decision control systems, internet security and traffic analysis, and overall software development.

William Offeman, Vice President of Engineering

Bill joined WideOrbit as VP of Engineering in September 2000 and is responsible for WideOrbit's software development for its core Traffic product line. Prior to WideOrbit, he was Co-Founder and CTO for WorthGuide.com. Before WorthGuide.com, Bill was Co-Founder and CTO of Castalia Technologies Inc. He has more than 15 years experience in software development, system design, client/server database development and network design. Bill holds a B.S. in Computer Science from UCLA.

Don Durand, Director of International Sales

Don manages Wideorbit's rapidly expanding international sales teams and Program Management efforts. Don has more than 20 years of ad sales and trafficking software experience in the broadcast industry. Prior to WideOrbit, Don held the position of Director of Business Development at Pilat Media where he was responsible for managing the global pre-sales team, market and business analysis, and overall product strategy. Prior to Pilat, Don managed Columbine's (now Encoda/Harris) international business development beginning his career at Columbine in training and implementation.

Board of Directors:

Eric Mathewson, Founder and CEO

Eric founded WideOrbit in 1999 after discovering that the software systems supporting media companies were very archaic. The goal of WideOrbit is to build world-class software solutions for media companies. Eric is also Managing Director of Prescient Capital. He has been an active private equity technology investor since 1994 and is the majority investor and owner of WideOrbit.

Kathy Crawford, President, MindShare

Kathy is a 30 year veteran of the local broadcast business. She started her career in the TV rep business in New York and then station side at WTTG in Washington. After a seven year stint in Los Angeles with Western International Media as a broadcast supervisor Kathy went back into sales for TeleRep and Petry TV in both Los Angeles and Denver. In 1987, she moved to Phoenix and rejoined Western and founded its DR division working on such accounts as Brinks Home Security, The Church of the Latter Day Saints and Jenny Craig to name a few.

In 1998 she moved back to Los Angeles as EVP, Director of Local Broadcast for Western International (now Initiative Media) where in 2001 she earned the Media All Star award for Spot Television. In June of 2003 she was named President of Local Broadcast for MindShare in New York. Kathy was named a Media Maven in December of 2003.

Brian Lilly, Director, Co-Owner Lilly Broadcasting

Brian is a second-generation television broadcaster and has been actively involved with WideOrbit since its inception. Brian started his career at TeleRep, owned by Cox Communications and later became a Founder and Co-Owner of Lilly Broadcasting.

Nick Trigony, Director, Past President Cox Television and Radio

Nick Trigony retired as President of Cox TV, Radio and their respective Rep firms in Dec 2000. Nick is WideOrbit's first outside Director. Prior to retiring from Cox Enterprises, Nick held the position of President of Cox's 13 television and 80+ radio stations. He also had oversight of TeleRep, HRP, MMT and Cox Interactive, Cox's TV broadcast representative firms. Nick is Past President of the National Association of Programming Television Executives (NAPTE) and has served on the Board of the National Association of Broadcasters (NAB).

David Weiden, Partner, Khosla Ventures

David has been a Partner at Khosla Ventures since 2006 focusing on technology investments. Prior to Khosla Ventures, David worked McCaw Cellular, Morgan Stanley, Netscape/AOL and TellMe. Vinod Khosla was the Founder of Sun Microsystems and a Partner at Kleiner Perkins Caulfield Byers from 1986 thru KPCB Fund X.

Outside Counsel:

Wilson, Sonsini, Goodrich and Rosati

Wilson, Sonsini, Goodrich and Rosati have provided legal counsel to WideOrbit since its inception in September of 1999. Wilson Sonsini Goodrich & Rosati is the leading Silicon Valley based law firm representing technology companies. Wilson Sonsini is also a shareholder of WideOrbit.

Boies, Schiller & Flexner

Boies, Schiller & Flexner is on long-term retainer to WideOrbit. Boies, Schiller & Flexner is a national firm representing corporate clients and financial institutions in variety of areas including complex financing transactions, significant merger and acquisition, anti-trust and project financing transactions. Boies, Schiller & Flexner is also a shareholder of WideOrbit.

References available upon request.

– #### –