

## Company Overview

WideOrbit is the leading provider of business management software for Media companies. WideOrbit provides innovative, proven solutions for managing the business of broadcast and cable operations — from proposal to order, scheduling to automation, billing and aging. WideOrbit has been helping our clients since 1999 – delivering high ROI, greater efficiencies and revenue optimization.

## Products

**WO Traffic** – The leading advertising sales, traffic and billing software for Media companies providing intuitive, flexible tools for order management, schedule preparation and accounting.

**WO Automation for Radio** – Formerly Google Radio Automation. The industry's most modern radio automation system, ensuring that stations are on the air and sounding great every minute of every day.

**WO Sales** – Sales management software that enables Media companies to make their sales operations smarter - from forecasting, to account management, to proposal, to post-buy analysis.

**WO Promo** – Promotion optimization software that enables Media companies to maximize the use of their promotional inventory with demographically targeted campaigns.

## Clients

WideOrbit is installed in more than 4,000 television, radio, and cable stations and networks worldwide. Clients include: Astral Media, Corus Entertainment, Entercom Communications, Gannett Co., Hearst Television, Meredith Corporation, Midwest Communications, NBC Universal, Qualcomm/MediaFLO, Scripps Television Group, and Tribune.

## Executive Management

<b>Eric Mathewson</b>	Founder & CEO
<b>Bruce Roberts</b>	President
<b>Margaret McCarthy</b>	Chief Financial Officer
<b>Nathan Gans</b>	Chief Operating Officer
<b>Eric Moe</b>	Chief Technology Officer
<b>Igor Tsyganskiy</b>	Senior Vice President, Engineering
<b>Mike Zinsmeister</b>	Vice President, Sales
<b>William Offeman</b>	Vice President, Engineering

## Financing

Top tier investors: Khosla Ventures, Mayfield Fund, Greycroft Partners, and Hearst Corporation.

### Year Founded

1999

### Employees

175

### Headquarters

San Francisco, CA

### Offices

Dallas, Denver, Seattle, Melbourne and New Delhi

### Quick Facts

- WideOrbit is installed in more than 4,000 stations and networks around the globe
- WideOrbit manages more than \$14 billion of annual advertising revenue
- WideOrbit is the #1 deployed system for ABC, CBS, NBC, FOX, CW and Telemundo affiliates (as measured by households).
- WideOrbit is ranked the most responsive and recommended provider of sales, traffic and billing software in the industry.\*
- WideOrbit grew 523% between 2003 and 2007

### Awards

- 2009 San Francisco Times Top 100 Fastest Growing Private Companies in the Bay Area
- 2009 Inc. 5000 list of Fastest Growing Private Companies in America
- Deloitte 2008 North American Technology Fast 500 Award
- Deloitte 2008 Silicon Valley Technology Fast 50 Award

### Media Relations

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### North American Headquarters

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