



CEO-IN-RESIDENCE PROGRAM

Austin Ventures "AV" initiated our CEO-in-Residence program in 2003. Our unique approach to partnering with proven, entrepreneurial CEOs to pursue value-creation opportunities in segments of mutual interest has been highly successful. Rather than reacting to opportunities that come to us, we proactively seek to buy and build companies in markets where our CEO partners have deep experience.

We are continually looking for CEOs to work with us in several areas:

- **Business Services & Supply Chain**
- **Financial Services**
- **Media, Internet & Information Services**
- **Software**
- **Texas Special Situations**

PLEASE MEET OUR CEO-IN-RESIDENCE PARTNERS:

Sherman Atkinson

Former COO of Intermix Media, Inc. (AMEX: MIX), a publicly traded, new media company that owned MySpace.com, Sherman partnered with AV in late 2007 to pursue opportunities in digital media and information services. Before joining Intermix Media, Mr. Atkinson served as COO of Buy.com. In June 2009, he became CEO of Boundless Network, a tech-enabled service provider for the promotional products industry.

Jim Casella

Former COO of IDG and CEO of Reed Business Information–US, Jim Casella began working with AV in early 2007 to identify opportunities to "buy and build" in the high growth business-to-business media and publishing industries. In 2008, AV acquired Asset International, a global financial information provider for pensions, asset management, and banking services. Jim assumed the position of CEO.

Cotter Cunningham

Former COO of Bankrate (NASDAQ:RATE), Mr. Cunningham began working with Austin Ventures in 2007 as CEO of Smallponds, an Internet media startup. He is currently working with AV to dramatically expand the company by pursuing acquisitions in consumer e-commerce and digital media.

Jeffrey Dachis

Former co-founder, CEO, President and Chairman of Razorfish, Mr. Dachis recently began working with AV to form a new company which will focus on creating an industry leading strategic consulting practice and an enterprise class Social Software-as-a-Service (SaaS) suite.

Elisabeth DeMarse

Former senior executive at Bloomberg and CEO of BankRate (NASDAQ: RATE), Elisabeth partnered with AV in late 2005 to pursue opportunities in digital media, which led to the acquisition of All Star Directories and CreditCards.com in October of 2006. In addition, Elisabeth became CEO of CreditCards.com, upon our closing of the acquisition.

Tom Golub

Former President and CEO of the Hobbs Group, a commercial insurance brokerage, Tom acquired a new platform in 2003 and later partnered with AV in 2004 to begin aggressively building a new insurance brokerage called Beecher Carlson.

Scott Harmon

Former CEO of AlterPoint, a venture-backed leader in Network Configuration and Compliance software, where he helped orchestrate a strategic sale to Versata in early 2009. Prior to that, he was co-founder and CEO of Motive Communications for 9 years, during which time he helped grow the business from zero to nearly \$100MM in revenues, and led the company to a successful IPO in 2004. Scott recently partnered with Austin Ventures to form Brazos Software, which will provide growth opportunities for well-established, category-leading enterprise software companies. Scott will serve as CEO for the new firm.

CEO-IN-RESIDENCE PARTNERS: *(continued)*

Bill Razzouk

Former COO of Federal Express (NYSE: FDX) and CEO of PlanetRx, Bill joined the CEO-in-Residence program in 2003. In 2004 Bill sourced our investment in ReTrans, a leading intermodal freight management company. In March 2005 he became CEO of Newgistics, our largest supply chain services investment and the leader in returns management for remote retail and consumer electronics companies.

Kevin Rodgers

Former founder and CEO of NES Rentals, a nationwide general rental company, Kevin is currently the co-founder and CEO of Delta, a provider of wire rope, rigging and lifting equipment. Kevin partnered with AV in 2008 to continue executing a strategy of acquiring and integrating regional market leaders to make Delta a scalable, industry-leading platform.

Brian Sharples

Former CEO of Intelliquest (FTSE: WPP.L), a publicly traded, highly successful information services company in the AVIII portfolio, Brian joined us in early 2004 to pursue opportunities in information services. Our partnership led to the formation and growth of HomeAway.com, where he currently serves as CEO.

Ron Sorrow

Former co-founder and CEO of RoadLink USA and former CEO of CSX Intermodal, Mr. Sorrow partnered with AV in October 2008 to form AVRON Partners, Inc., a new supply chain services acquisition and strategic business development company. Ron will lead the new organization as its President and CEO. The new venture will concentrate on acquiring and strategically expanding companies within the supply chain services, transportation logistics, and distribution sectors.

Bob Stull

Former President and CEO of Roadway Express (NASDAQ: YRCW), a leading less-than-truckload carrier and one of the largest transportation companies in the U.S., Bob has been working with AV since late 2006. In 2008, Bob launched Port Logistics Group, a leading nationwide provider of warehousing, distribution and transportation services in U.S. port cities.

Rob Wechsler

Former Executive Vice President and head of Global Sales and Services at Chase Paymentech Solutions ("CPS"), the world's largest payments solutions company, Mr. Wechsler began working with AV in 2008 to identify opportunities to provide growth capital and strategic assistance to merchant service providers ("MSPs") in the payments processing market. In 2008, Austin Ventures acquired three companies and subsequently formed Century Payments, Inc. Rob assumed the position of CEO.

Dean Wiltse

Former CEO of Greenfield Online (NASDAQ: SRVY), a company whose innovation helped revolutionize the marketing research industry, Dean partnered with AV in October 2005 to pursue opportunities in the marketing research space. Our partnership culminated with AV's investment in Vovici, a leader in enterprise feedback management tools.

Logan Wray

In August 2009, Logan Wray entered into the CEO-in-Residence program at Austin Ventures with an investment thesis focused on creating value in the maturing enterprise software markets. As co-founder and CEO of High Brace Software, Logan brings his financial and operational leadership in acquiring and running software companies along with significant experience in the telecommunications, infrastructure.

If you would like to learn more about our program and approach to partnering with executives, be actively considered for such a role, or have a brief discussion with the partners at AV about a unique business idea, we encourage you to reach out directly to:

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