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Media Contact: Carm Lyman, Lyman Public Relations
707-256-3834 or carm@Lymanpr.com

KPG Ventures Appoints Online Media Veteran Dave Hills as General Partner

San Francisco, Calif. (October 14, 2008)—[KPG Ventures](#)—a venture capital firm specializing in seed-stage, consumer internet companies—today announced the appointment of Dave Hills as General Partner. Hills will use his strong strategic and operational experience to identify investments and guide KPG's portfolio of companies. He joins founder and managing partner Vince Vannelli at KPG.

Hills has more than 28 years in the media industry and 14 years in online media, with extensive experience in online advertising, search marketing, audience development, technology development and subscription services.

"Dave's experience and track record is what KPG's portfolio companies need as they work to produce high value and efficient businesses," said Vince Vannelli, founder and managing partner at KPG. "I'm confident that our combined operating experience will help the companies we work with grow from seed-stage to great long-term businesses. Dave's experience and ability to provide hands-on assistance has proven valuable to our existing portfolio companies, and is unique in our business."

Prior to joining KPG, Dave was President, Chief Executive Officer and Director of LookSmart, Ltd, (NASDAQ - LOOK), where he rebuilt the company's ad network, quadrupled audience to LookSmart sites and licensed the company's ad center to sites such as ask.com. Hills has also served as president of Media Solutions for 24/7 Real Media, overseeing its domestic media, search and technology. Before 24/7 Real Media, he was CEO and president of sales for About, Inc., which owned About.com and the pay-per-click service, Sprinks.

"Vince and I see the world of seed stage investing and company development the same way," said Hills. "We combine our operating expertise with the ability to find strong entrepreneurs with great ideas and solid focus, and work hard with them to produce great companies that win."

He also has held various media executive positions for subsidiaries of Cox Enterprises, including Cox Interactive Media, Cox Interactive Sales and Telerep.

About KPG Ventures

Founded in 2006, KPG Ventures is a San Francisco-based venture capital firm. KPG focuses on the consumer internet sector of technology-driven businesses, investing at the seed-stage cycle of a company's development. With a proven track record of picking the right companies and teams who are focused on highly capital efficient opportunities that require little capital to reach profitability, KPG has launched many successful companies. The firm concentrates its efforts on a small handful of companies at a time so that it can leverage the strategic and operating expertise of its general partners. For more information, please visit www.kpgventures.com

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