

Emergence Capital Names Matt Holleran as Entrepreneur in Residence

Leading Venture Firm in SaaS Adds Former Salesforce.com AppExchange Leader

SAN MATEO, California, December 12, 2007 – Emergence Capital Partners, the leading venture capital firm focused on early and growth-stage Technology-Enabled Services companies, today announced the addition of Matt Holleran as an Entrepreneur-in-Residence (EIR). Matt led the AppExchange partner ecosystem at Salesforce.com prior to joining Emergence.

"Matt's unique knowledge of SaaS opportunities and experience with accelerating early customer acquisition in this model are invaluable to companies in our sector," said Jason Green, general partner of Emergence. "Since our founding, we've leveraged the collective networks and experience of Emergence in helping to build SaaS market leaders and are thrilled to have Matt join our team and network."

Emergence has defined a new category of venture capital investing called Technology-Enabled Services ("TES"), which includes Software-as-a-Service ("SaaS"), business services, consumer Internet services and information services. Emergence partners were early investors in salesforce.com, as well as other market-leading TES companies such as SuccessFactors (SFSF), HireRight (HIRE), aQuantive (AQNT/MSFT), DoubleClick (DCLK/GOOG), Ask Jeeves (ASKJ/IAC), and WebTV. Through its close association with salesforce.com and other SaaS leaders, Emergence Capital Partners is working to accelerate the movement of all software to the on-demand model and is championing a new approach to venture capital investing.

"Emergence is the leading venture capital firm in SaaS," said Matt Holleran, entrepreneur-in-residence at Emergence. "SaaS companies leverage new product models, new business models, new skills, and a new financial model that is disruptive to the software and venture industry. Emergence has a deep understanding of SaaS at all stages, a track record with the most successful companies, and is uniquely able to help the next generation of SaaS entrepreneurs build great companies."

Matt Holleran brings to Emergence 12 years of executive, sales, marketing and business development experience in the software industry across all stages - pure startup, growth, and global

expansion. As vice president of AppExchange Partners with salesforce.com (CRM), Holleran and his team built the partner ecosystem, worked with hundreds of SaaS companies, and accelerated the SaaS revolution. Prior to salesforce.com, Holleran was the CEO of Apexon (acquired by STG), vice president of marketing and business development at Datasweep (acquired by Rockwell Automation ROK), and held various roles in product management, marketing and direct sales at Clarify (CLFY acquired by Nortel).

Earlier in his career, Holleran worked in Morgan Stanley's private equity division and was a consultant at Bain & Company. He graduated with a B.A. in Engineering Sciences and Economics from Dartmouth College and has an M.B.A from Harvard.

About Emergence Capital Partners

Emergence Capital Partners, based in San Mateo, Calif., is the leading venture capital firm focused on early and growth-stage Technology-Enabled Services companies. Its mission is to help build market leaders in partnership with great entrepreneurs. Emergence partners have funded and helped build more than 35 TES companies, more than any other early-stage venture firm. Emergence Capital has assets of over \$325 million under management. For more information, visit www.emcap.com

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