

Eden Ventures scoops two awards at Investor AllStars

September 27, 2007: Last night, Eden Ventures, the early-stage technology investor, scooped two awards at the Investor AllStars Awards held at the London Hilton Hotel in Mayfair.

Eden Partner Dave Embleton collected *Deal of the Year* award for the \$425 million sale of Cramer Systems to Amdocs. Cramer, co-founded by Jon Craton and Eden Partner Mark Farmer, started life in Dave's spare room and went on to be one of the largest European software exits in the last ten years. The Eden team initially seeded Cramer in 1996 and continued to support the company in subsequent rounds, bringing in later-stage funds Kennet Capital and Broadview Capital Partners as co-investors.

Dave Embleton commented: "Winning this award means a lot for the Eden team as it recognises the success of our strategy to invest early, add real operational value and follow our management teams to a successful exit".

Secondly, Mark Farmer was voted *VC Personality of the Year*. Mark, a software engineer turned serial entrepreneur and investor, has been instrumental in investing in and building many successful businesses such as Metrica, Smartgroups and Apertio in addition to Cramer.

Interviewed by CNBC after winning the award, Mark Farmer commented: "VC Personality of the Year? Bit of a contradiction in terms, isn't it?"

In addition, Eden was nominated for *Equity Gap Fund of the Year*.

Commenting on the awards, Ben Tompkins, Partner says: "It's tremendous to be recognised by the investment community in such a way. Having just raised our second fund, Eden Two, we are committed to continuing our focus on investing early and adding value through our involvement at an operational level. We look forward to continuing to invest in the UK's brightest technology start-ups".

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About Eden Ventures

Eden Ventures focuses on investing in early stage companies in the telecommunications software, enterprise software, digital media, e-commerce, internet and mobile sectors. Eden's partners bring the highest levels of expertise in building technology companies, adding significant sales & marketing, organizational and financial focus and capabilities to the existing technology value of its portfolio members.

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