

Eden Ventures portfolio companies hit Hollywood

May 29, 2008: Eden Ventures announces that We7 (www.We7.com) and The Filter (www.thefilter.com) have made the *OnHollywood 100* list of the top 100 private digital entertainment and media companies, an elite group of innovators who are revolutionising the entertainment industry.

The *OnHollywood 100* list is compiled by AlwaysOn, organisers of the *OnHollywood & BRiM* conference taking place in Los Angeles in early June. In order to win, We7 and The Filter had to demonstrate game-changing digital entertainment technology and show significant market traction.

www.We7.com is one of the world's first FREE legal music download services. Users can both stream music for free on the website and also download selected music for free to PC, iPod and other portable devices. The service is supported by the addition of short 5-10 second advertising spots into the audio stream. We7 is pioneering a whole next generation of on demand music service that ensures artists get paid whilst music lovers can explore and discover new music for free. Eden Ventures, Spark Ventures and Peter Gabriel are the main investors.

www.TheFilter.com is a pioneering new online service that provides consumers with highly personalised recommendations about music, movies and web video. TheFilter learns a user's media tastes by analysing past consumption habits from iTunes and WindowsMedia Player and then provides highly personalised recommendations of music and movies. It aims to provide a highly personalised filter for the overwhelming volume of digital media that is now available on the internet.

Eden Partner Charles Grimsdale, who sits on the boards of both We7 and The Filter, commented: "We are delighted that both We7 and TheFilter have been recognised as innovators in the rapidly evolving digital media world. It is fantastic that these two British companies are making their mark on a global stage".

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For more information please contact:

Charles Grimsdale, Partner, Eden Ventures
t: +44 1225 472 950; m: +44 7711 686 656; e: cg@edenventures.co.uk

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.

www.edenventures.co.uk