

# The FreshTracks Flurry

## Current Investments

[Aircuity](#)  
[Applied NanoWorks](#)  
[ClearSource](#)  
[EatingWell](#)  
[GetWell Network](#)  
[Magenta Medical](#)  
[Protedyne](#)  
[Reconda](#)  
[Vermont Teddy Bear](#)  
[WiDeFi](#)

## Exited Investments

[Away](#)  
[Medical Metrx Solutions](#)

## September 2006

### EatingWell Media Group Completes Strong Summer

Newly hired editor Lisa Gosselin spent much of her time after coming on board implementing a magazine redesign, which featured a noticeable increase in advertising pages. Her efforts did not go unrecognized, as Media Post's "Magazine Rack" ([www.mediapost.com](http://www.mediapost.com)) featured a glowing report on EatingWell Magazine this September. Aimed at advertising industry buyers, "Magazine Rack" said, "Compared to its closest competitor, *Cooking Light*, a bland health/lifestyle journal filled with generic articles, EW is distinct. It stays true to its narrower purview, taking a clear-eyed look at the often-controversial and confusing world of nutrition."

In addition, if you have not seen the redesigned [www.eatingwell.com](http://www.eatingwell.com) website, now is the time to visit. While there, you can browse a myriad of recipes, and sign up for the free electronic newsletters: "EatingWell this Week", "EatingWell Diet" and "EatingWell for Health."

EatingWell signed a multi-faceted distribution contract with Yahoo this summer to supply an extensive range of articles, recipes, and nutrition advice to the industry-leading portal. Several additional web-oriented partnerships have been signed in recent months, and numerous others are in the final stages of negotiation.



### mophie continues, full steam ahead

mophie, the iPod accessories company located in Burlington, VT is FreshTracks' most recent addition to the portfolio. Since the closing of the Series A financing, mophie has continued to forge ahead in its efforts. mophie's "Best in Show" award at MacWorld in January 2006 caused the Apple community to take notice, and mophie has continued to capitalize on

that momentum by winning the "Best Retail Strategy" Award at the Retail Vision conference in August 2006.

In addition, a 9/12/06 mophie press release details the company's continued efforts to bring the Mac community onboard with the mophie product vision. Using a webcam, photographs and blogging, mophie has opened its doors to allow consumers to view first-hand the speedy reaction of the mophie product design team in the hours following a high-profile product release from Apple.

In the 6 days following the Apple announcement on 9/12/06, mophie conceptualized, designed, rendered and launched 3 new products, including the Knox and the Raptor, both shown below. Check out [www.mophie.com](http://www.mophie.com) for up-to-date coverage.



### **The FreshTracks Team**

FreshTracks Capital I is an early-stage venture fund, combining the financial resources of \$11 million in venture capital with the strategic resources needed by entrepreneurs to build thriving businesses throughout Vermont and surrounding U.S. geographies. Its founding partners, Cairn Cross and Charlie Kireker, were joined in the third quarter of 2005 by Lee Bouyea and Tim Davis, whose bios can be found at [www.freshtrackscap.com](http://www.freshtrackscap.com)

FreshTracks is an affiliate fund in the Village Ventures, Inc. national network of funds, which collectively have more than \$360 million in capital under management, directed by some 35 venture professionals in 14 distinct funds. This network offers co-investment and syndication opportunities for FreshTracks.

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