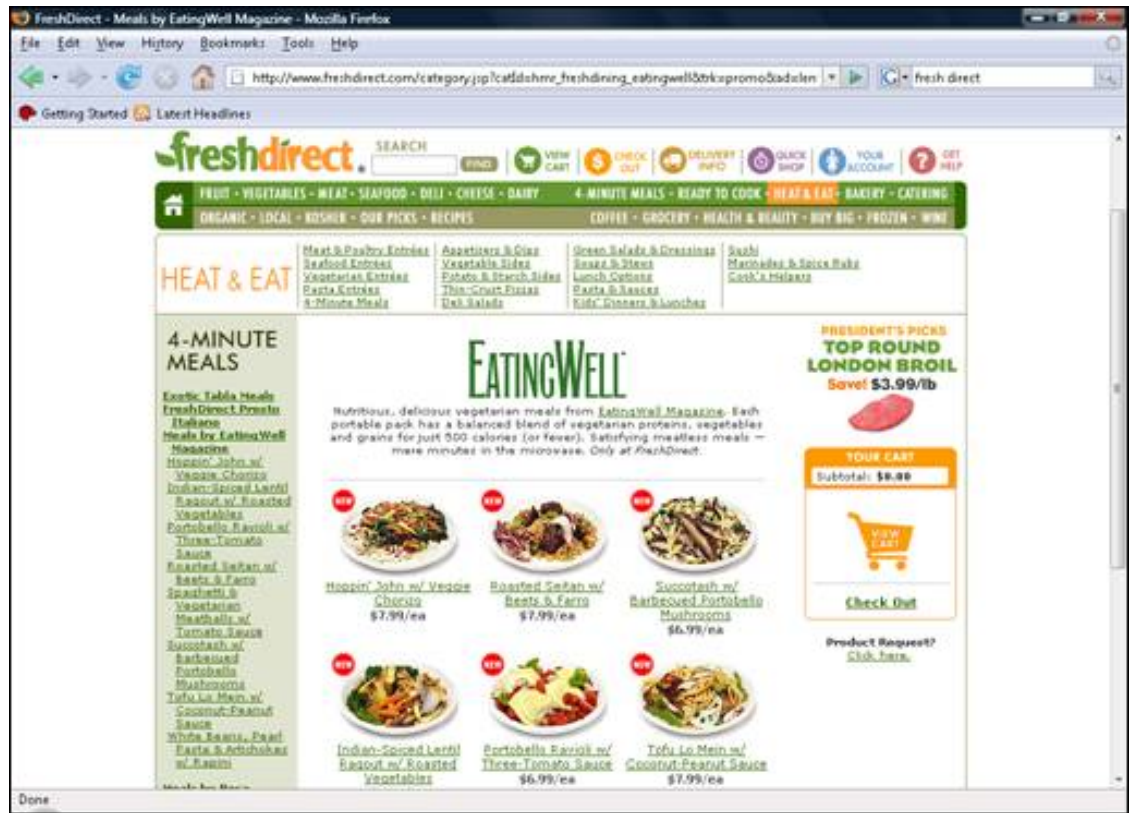


# The FreshTracks Flurry

May 2008

## EatingWell & FreshDirect Form Partnership

FreshDirect delivers groceries and prepared foods daily to hundreds of thousands of customers in New York City. Recently FreshDirect entered the home meal replacement business by collaborating with outside experts (including the EatingWell test kitchen) to produce various lines of "4 Minute Meals". To see the EatingWell vegetarian 4 Minute Meal line displayed on FreshDirect's website, please [click here](#). If you'd like to see press coverage from CNBC regarding this announcement, please click here: [CNBC](#).



## Join Brighter Planet's 350 Challenge

Brighter Planet has issued a challenge to persuade 350 blogs to fight climate change. Each blog that participates will get [350 pounds of carbon offset in its name](#). If you write a blog and would like to participate, please click on the badge below to help fight climate change.



FreshTracks II  
Current  
Investments  
[ISIS](#)  
[NativeEnergy](#)  
[NEHP](#)  
[SolarOne](#)

FreshTracks I  
Select  
Investments  
[Aircuity](#)  
[Applied NanoWorks](#)  
[Brighter Planet](#)  
[EatingWell](#)  
[GetWell Network](#)  
[Kluster – FKA mophie](#)  
[M2S](#)  
[Vermont Teddy Bear](#)

### **Kluster Lands Press in Reader's Digest**

Kluster received another impressive press hit this month with coverage from Readers Digest in an article titled: ***Dreamers: Got Ideas?*** Following is an excerpt from the article:

*"As Kaufman envisions Kluster, companies that want to create a new product will use the platform (kluster.com) to put out a challenge to a relevant group of consumers—mothers, say, if a company is designing a new toy, or action-sports fans if it's planning an event for Red Bull—and offer a cash reward for a winning concept. Participants will be able to propose ideas (called sparks), suggest refinements (amps), and "invest" in ideas they believe in, using an alternate currency (watts)."*

If you would like to read the complete article, please click here: [Dreamers: Got Ideas?](#)

### **NativeEnergy Updates**

NativeEnergy's Wray School District Project was dedicated at a wonderful ceremony in Colorado last month. [Click here](#) to watch "[A Wray of Hope](#)", a short documentary video covering the event.



NativeEnergy announced 2 new partnerships to help build new wind and farm methane projects this month. [VINCO](#) is a multi-service company that constructs and maintains renewable energy projects, increasing opportunities for small-scale renewable energy projects to receive the additional funding necessary to ensure widespread development of these projects. [Agrilab](#) provides innovative technological heat transfer solutions to rural and agribusiness customers. Working with Agrilab, NativeEnergy will measure the greenhouse gas reductions created by the aerobic composting systems projects and help finance the systems by purchasing the emissions reductions that will be generated by new farm projects.

New customers for NativeEnergy include [SmartWool](#), who is supporting the Wray School District Project by offsetting its estimated emissions from electricity use at its Colorado locations, and the [Democratic National Convention Committee](#), who is challenging all delegates to offset their travel to and from the 2008 Democratic National Convention and compete in a 'Green Energy Challenge' with NativeEnergy by supporting a special portfolio of U.S. based projects.



### **About FreshTracks Capital**

FreshTracks Capital II L.P. ([www.freshtrackscap.com](http://www.freshtrackscap.com)) is the second fund raised by FreshTracks Capital and is part of the Village Ventures nationwide network of venture capital funds. Since inception, FreshTracks Capital I raised \$11 million and invested in 14 portfolio companies.

*NativeEnergy*, *ISIS*, *NEHP* and *SolarOne* represent FreshTracks II's first four investments for the new portfolio.

FreshTracks focuses its investment in private growth-oriented businesses, primarily companies in close geographic proximity to Vermont. 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 [here](#). FreshTracks is an affiliate fund in the Village Ventures national network of funds, which collectively have close to \$500 million in capital under management, directed by some 35 venture professionals in 14 distinct funds.

To unsubscribe, please email: [holly@freshtrackscap.com](mailto:holly@freshtrackscap.com)

FreshTracks Capital  
P.O. Box 849  
29 Harbor Road, Suite 200  
Shelburne, VT 05482  
(802) 923-1500  
[www.freshtrackscap.com](http://www.freshtrackscap.com)