

The FreshTracks Flurry

December 2009

Vermont Teddy Bear Ramps up for the Holidays

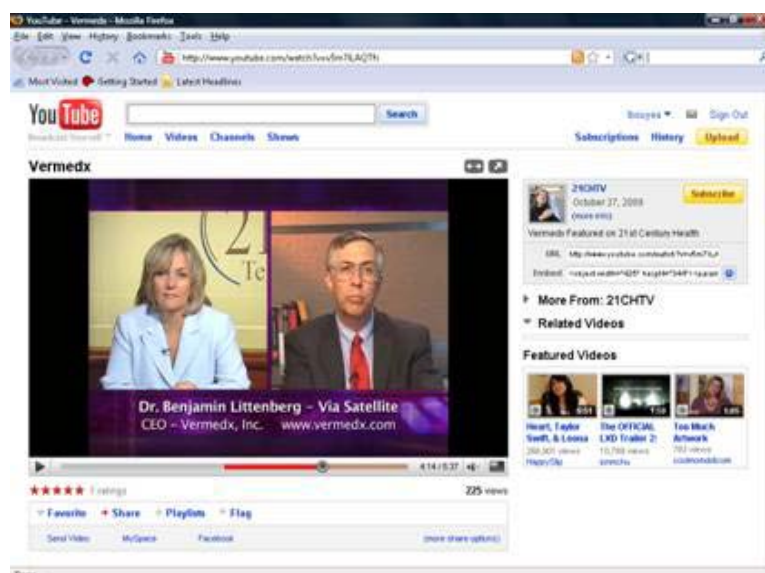
Vermont Teddy Bear landed a number of press hits as it ramps up for the Holiday Season. Here are a few highlights:

- "For the first time in over 10 years, The Vermont Teddy Bear Company has modified the design of their world famous Vermont Teddy Bear and recently introduced a new [Soft Floppy Bear](#) created specifically for giving out the best Bear hugs anywhere. Although brand new to the marketplace, these new Bears for kids are beginning to get lots of hugs in return, including accolades from child development expert and "toyologist," Stevanne Auerbach - AKA Dr. Toy." [MarketWire – VTB's New Soft Floppy Bears Win Dr. Toy Best Picks Award](#).
- Bob Brenneman, co-owner of G.Willikers toy store in Portsmouth, says the Vermont Teddy Bear stuffed animals, seen here for sale at the store on Wednesday, Nov. 25, 2009, are in-demand items this shopping season. [Seacoast Online - Advice on Have-to-Have Toys, Buy Early](#).
- "The company is hiring 500 seasonal workers to answer phones and fill orders from now until Christmas. Recruiter Laura Russell says she's seeing more applicants than ever." [WCAX – Employers Report Strong Demand for Seasonal Jobs](#).
- "Our Cyber Monday has been very promising and we're excited and optimistic about the rest of the holiday shopping season," said Wendy Duval, spokeswoman for The Vermont Teddy Bear Co. in Shelburne. [Burlington Free Press – Vermont Looks for CyberMonday Boost](#).



Vermedx Completes 21st Century Health Piece, Airs on CNBC

Vermedx recently completed a paid programming piece with 21st Century Health, a news magazine style series that provides education about the latest topics, trends and issues. The video aired across the country on CNBC in November. To see the complete piece, please click here: [YouTube – Vermedx](#).



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EatingWell Recipes Featured in USA Today & on ABC News

EatingWell's leftover special, Cream of Turkey and Wild Rice Soup, landed it press in the USA Today piece [Give Thanksgiving Leftovers a Healthy and Delicious Overhaul](#). The company also received coverage from ABC News in a story titled The Healthy Plate: Healthier Holiday Cookies, which notes "But if you're setting out to bake a batch of cookies, says Jessie Price, food editor at EatingWell magazine, there are a few ways to make your favorites a little healthier." To read the complete story, please click here: [ABC News: Healthy Plate](#).



XConomy Article Includes Coverage of FreshTracks & Brighter Planet

An article by Ryan McBride in XConomy Boston took a closer look into the startup and technology activity in Northern New England. The article mentions FreshTracks and recounts the author's visit to the Brighter Planet office. McBride writes, "But what I've found over the past year or so of living in both Vermont and the Boston area is that the only thing that really separates the startups in Kendall Square from those in Barre, VT, and Lebanon, NH, is that the former are way closer to good seafood. The level of innovation and sophistication among the entrepreneurs in both camps is pretty much equal." To read the complete piece, please click here: [XConomy – Exploring Mountains of Innovation in Northern New England](#).



About FreshTracks Capital

FreshTracks Capital II L.P. (www.freshtrackscap.com) is the \$14MM 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. Draker Labs, NativeEnergy, ISIS, NEHP, Vermedx and SolarOne represent FreshTracks II's first six 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.