

The FreshTracks Flurry

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February 2007

Join FreshTracks Capital at Peak Pitch THIS THURSDAY - March 1st

FreshTracks Capital announces the return of Peak Pitch Vermont on March 1st, an event that gives entrepreneurs and investors an opportunity to network on the slopes of the [Bolton Valley Resort](#). Peak Pitch brings entrepreneurs and investors together for a unique version of the classic "elevator pitch." In the traditional elevator pitch, entrepreneurs take advantage of an unexpected opportunity to share an elevator ride with a potential investor and present their business idea. At Peak Pitch, a shared chairlift gives entrepreneurs the opportunity to pitch their business plans to a variety of venture capitalists, angel investors, commercial lenders, and other entrepreneurial advisors as they ride up a Bolton Valley chair lift.

Entrepreneurs and investors are still welcome to sign up for the event, so please email lee@freshtrackscap.com to register as an entrepreneur or investor today, and join us on the slopes Thursday!

The Peak Pitch Vermont 2007 event is sponsored by: FreshTracks Capital, the [Greater Burlington Industrial Corporation \(GBIC\)](#), [Gallagher Flynn & Co.](#), [Key Bank](#), [Merritt, Merritt & Moulton](#) and [the Vermont Department of Economic Development](#). To register as an investor or entrepreneur for the event, please visit www.peakpitch.com now. For more information on the event, please contact Lee Bouyea at 802-388-6283.

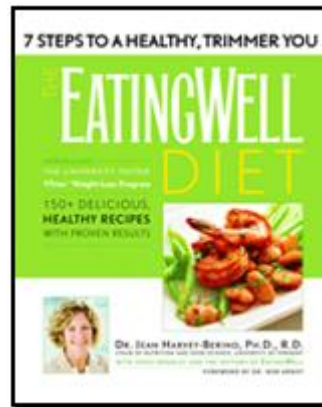


EatingWell Media Group Announces Two New Initiatives

EatingWell teamed up with Home Bistro to launch a new diabetes-friendly line of meals. Based in Plattsburgh, NY, Home Bistro is a leading provider of chef-prepared frozen meals, and an expert in the sous-vide process, which allows food to be cooked to perfection in Home Bistro's kitchen, and then vacuum-sealed to preserve freshness and taste. At-home preparation is as easy as placing the meals in simmering water for 10 minutes.

The two companies are targeting the 20 million Americans who live with diabetes. Drawing upon EatingWell's expertise, Home Bistro chefs chose combinations of proteins, vegetables, starches and seasonings to create meals that fall within widely accepted diabetic guidelines, with recipes including grilled Mahi Mahi with Peach and Melon sauce, and Grilled Citrus Chicken with Lime Pineapple Cilantro Sauce. The [Home Bistro web site](#) provides nutritional tools that make meal planning and calorie counting quick and easy. "With busy schedules, the prospect of preparing a healthy meal can be daunting," says Home Bistro Executive Chef Scott Stillman. "Home Bistro meals go from freezer to table in 10 minutes because our chefs do the shopping and chopping for you. What we do make is a great, fast option for main meals, making it that much easier to eat well and stay on meal schedules."

This month, EatingWell also announced the launch of *The EatingWell Diet*, which is based on the VTrim™ Weight-Loss Program at the University of Vermont, one of the country's leading weight-loss research centers. Participants have averaged 20 pounds weight loss within 6 months. The diet program is now available through a cookbook, a meal planner, and online tools provided at www.eatingwell.com/diet. The diet includes 150+ Recipes from the EatingWell Test Kitchen for delicious, hunger-satisfying and easy meals designed to appeal to varied tastes and food preferences.



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.

FreshTracks is an affiliate fund in the Village Ventures 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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