

The FreshTracks Flurry

January 2010

NEHP Hires New President & Company Named Top Innovation Winner

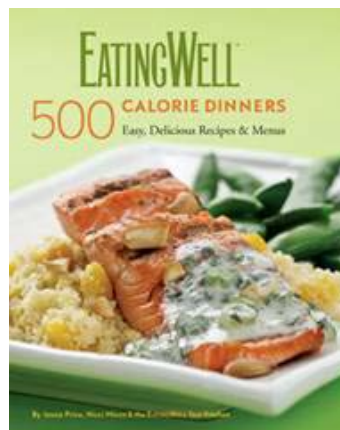
NEHP recently announced that industry veteran Russ Walton has been appointed President of the company. Walton previously served as VP for Electronics Projects and Proposals at Linde Gas in Hong Kong. On his joining the NEHP team, Russ said, "Few solutions will have as great an impact on the industry as those provided by NEHP. With unique patented solutions that save owners and OEMs 40% vs. the current alternatives, NEHP will truly change the paradigm of equipment installation and support." To read the complete press release, please click here: [Walton to Join NEHP](#).

NEHP was also recently named Top Innovation Winner of the annual New England Venture Summit Top Innovator award by youngStartup Ventures. As one of the winners, Adam Tarr, CEO of NEHP Inc., presented at the exclusive 2009 New England Venture Summit on December 8th at the Hilton in Boston Dedham, where a select group of 450 entrepreneurs, investors, and corporate developers gathered to be the first to meet this next wave of leading edge companies. To read the complete press release, please click here: [Named Top Innovation Winner](#).



EatingWell on ABCNews.com

EatingWell's new cookbook "EatingWell - 500 Calorie Dinners" received coverage on ABCNews.com, which reports, "Part cookbook, part cheerleader, the book combines a seven-step weight loss plan with meals that clock in at 500 calories or less. Dishes such as broccoli and goat cheese soufflé and mini-meatloaves take the guesswork out of portion control by being prepared in individual servings." To read the complete coverage, please click here: [Eating Right With 4 New Cookbooks](#).



**FreshTracks II
Current
Investments**

- [Draker Labs](#)
- [ISIS](#)
- [NativeEnergy](#)
- [NEHP](#)
- [SolarOne](#)
- [Vermedx](#)

**FreshTracks I
Select
Investments**

- [Aircuity](#)
- [Auterra- FKA ANW](#)
- [Brighter Planet](#)
- [EatingWell](#)
- [GetWell Network](#)
- [Kluster – FKA mophie](#)
- [M2S](#)
- [Vermont Teddy Bear](#)

SolarOne Develops Lighting Project in Masdar, United Arab Emirates

From a SolarOne press release, "Working with Gargash Lighting Systems (GLS) of Dubai, SolarOne® Solutions provided solar powered lighting systems to the world's first completely zero-carbon city, Masdar City located in the United Arab Emirates. SolarOne solar powered lighting systems use high efficiency white LEDs to illuminate the night and are powered by solar energy captured from the sun during the day. SolarOne lighting systems are unique because their proprietary SO-Bright® Technology employs temperature compensated algorithms to manage the fixture's light output and adapt to low power input conditions such as cloudy days, and even sandstorms." The photo from Masdar shown below is credited to SolarOne and Gargash Lighting Systems. To read the complete press release, please click here: [SolarOne Provides Lighting Solution for Zero-Carbon Masdar City, UAE](#).



Vermedx in Vermont Business Magazine

Vermont Business Magazine reports, "Two physicians based at the UVM College of Medicine have created a company whose software helps both diabetes patients and their doctors track their health. Dr Ben Littenberg and Dr Charles MacLean created Vermedx, whose programs embody the Chronic Care Model, a widely embraced approach to improving health outcomes. It emphasizes enabling provider teams to be prepared and proactive, and to interact regularly and effectively with well informed patients." To read the complete article, please click here: [Vermedx Works to Help Diabetes Patients](#).



Quirky Featured on CNBC's PowerLunch

Quirky received press coverage on CNBC this month, as PowerLunch aired an interview with founder Ben Kaufman. To view the complete video, please click here: [Quirky Business](#).



VTB Goes Green & PajamaGram Goes Glee

Vermont Teddy Bear recently received coverage from Simple Earth Media for its eco-conscious bear offerings. To read the coverage on the Go Green Bears and Woolen Bears, please click here: [Vermont Teddy Bears Go Green](#). VTB's PajamaGram line also landed press last month when its products were featured on the Fox TV Series "Glee". To read the complete release, please click here: [Everyone Wants Matching PJs, Including the Cast of Glee](#).



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.