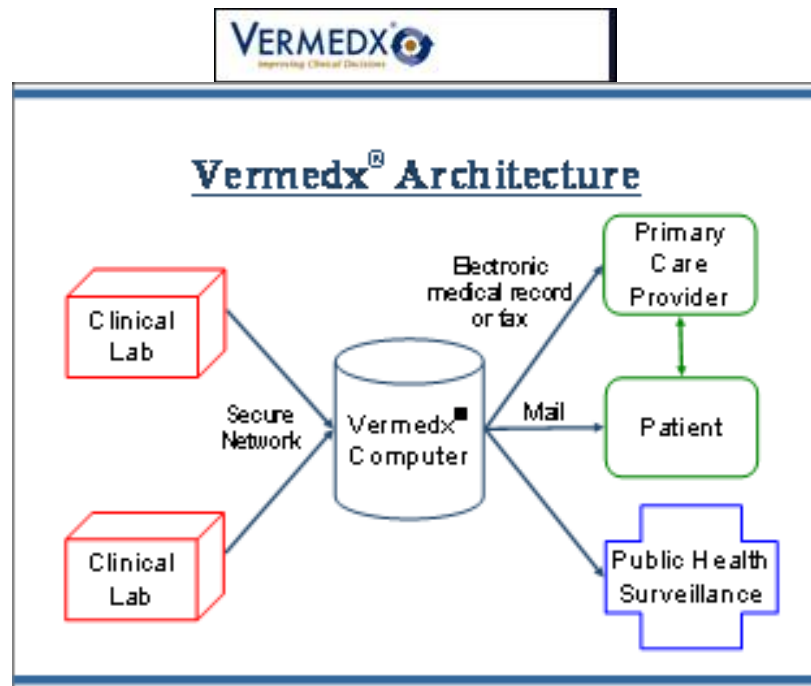


The FreshTracks Flurry

June 2009

FT Leads \$500K investment in Vermedx

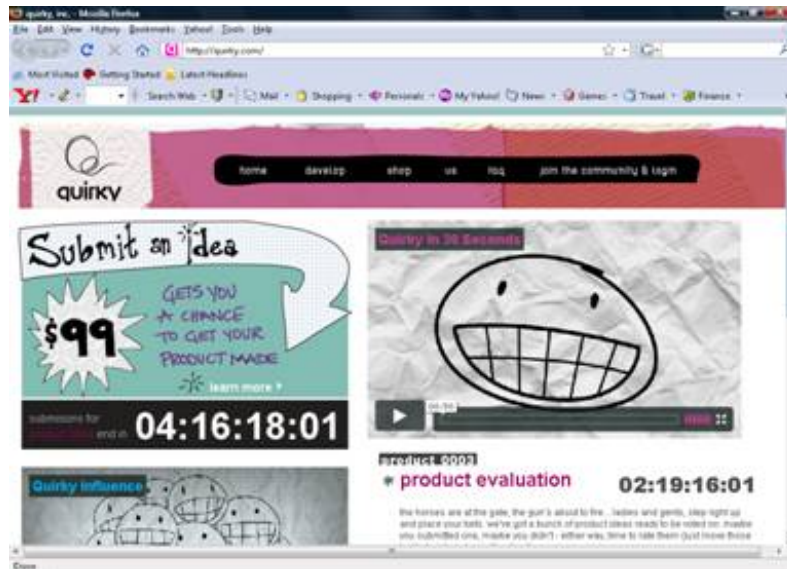
Vermedx Inc., a Burlington, Vt.-based health-care information technology company, has pulled in \$500,000 in a Series A funding round led by FreshTracks. "We have been watching Vermedx's progress in the market for over 2 years now, and were impressed with their continued customer traction," noted Lee Bouyea, Managing Director of FreshTracks Capital. "Their initial sales to customers Vermont Managed Care and Fletcher Allen 3 years ago were strong signals that the market was ready for the Vermedx solution, but when the team broke into the New York City and San Antonio accounts, that signaled that this company is ready to scale." To read the coverage in Mass High Tech, please click here: [Vermedx Lands \\$500K Fund](#). To read the press release as covered by the Burlington Free Press, please click here: [Vermedx gains \\$500,000 investment through FreshTracks](#).



Kluster Launches Spinoff Quirky.com

Quirky allows people to get ideas out of their heads and onto store shelves, as the company works with its community to launch a series of new products on an ongoing basis. The company allows users to submit their own ideas for consideration, or edit and vote on other ideas from the Quirky community. To visit the site, view a video about the service, or contribute to the process, please click here: [Quirky.com](#). To read the coverage on SpringWise, please click here: [Unlocking Everyone's Ideas](#).

- 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](#)



EWMG Lands TV Coverage on ABC, Wins Another James Beard Award

SevenDays reports, "Speaking of James Beard ... on Sunday, the "media" prizes in the annual James Beard Awards were handed out and, as usual, Charlotte-based [EatingWell](#) took one home. The journalism award for "Reporting on Nutrition or Nutrition Issues" went to Rachael Moeller Gorman for her meditation on foods that improve memory. The piece is entitled ["How to Feed Your Mind."](#) To read the complete coverage on Seven Days, please click here: [Timms Time](#).

Linsey Davis from ABC News interviewed Jessie Price, food editor for EatingWell, in a piece entitled "Save Money, Brown Bag It". During the interview, Jessie demonstrates some smart ways to stay healthy and save money by packing your own lunch. She shows Linsey how to create a Mediterranean inspired salmon salad and some pizza roll ups. To view the video coverage, please click here: [ABC: Save Money, Brown Bag It](#).

Also, in a video piece recorded to promote the new "EatingWell in Season" cookbook, Jessie Price instructs viewers that "You don't have to sacrifice taste, you can make great delicious food." To view the video coverage of the interview, please click here: ["Consumer Alert: Cheap Dinner"](#).



VTB Launches New Captain Kirk & Spock Bears:

WCAX.com reports: "Two new Vermont Teddy Bear products boldly go where no bear has gone before. The Captain Kirk and Spock lookalikes are the first officially licensed Star Trek teddy bears." To read the complete coverage on WCAX.com, please click here: "[Teddy Bears for the Final Frontier](#)". According to the official press release: "The Vermont Teddy Bear Company and CBS Consumer Products began working together on the special-edition Bears in July of 2008." "We'd been brainstorming ideas for potential licensing partnerships and *Star Trek* was always at the top of the list," says Irene Steiner, Vermont Teddy Bear's vice president of marketing. "The collaboration of our two brands made perfect sense and we're certainly hoping that this new partnership will 'live long and prosper.'" To read the complete press release, please click here: [VTB Debuts New Captain Kirk and Spock Bears](#).



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.