

For Immediate Release

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## **KH Growth Equity Fund & Momentum Venture Management Announce \$4 Million Series A Investment in Sendio**

-- Investment in Award-Winning Anti-Spam Company is First by LA-Based Fund --

**February 19, 2007 – Los Angeles, Calif.** - Momentum Venture Management ([www.mvmpartners.com](http://www.mvmpartners.com)), a Los Angeles company that helps entrepreneurs transform their technologies into viable, well-funded businesses, and the KH Growth Equity Fund today announced that \$4 million has been invested in Sendio, Inc., ([www.sendio.com](http://www.sendio.com)) an Irvine-based company that provides the only enterprise-level anti-spam solution that uses Sender Address Verification (SAV) to eliminate 100% of unwanted emails. The company's flagship I.C.E. Box product was recently named Product of the Year by *Government Computer News*, which called it a "magic bullet" for stopping unwanted emails.

Most corporate anti-spam solutions rely on filters and algorithms that miss large numbers of unwanted emails while mistakenly characterizing useful messages as spam (known as "false positives"). The Sendio I.C.E. Box (Intercept, Confirm or Eliminate) is a hardware device that seamlessly integrates with all enterprise messaging platforms to process millions of messages a day per server, and is the only enterprise-level tool that uses Sender Address Verification (SAV), which empowers users to accept messages based on who sent them.

Momentum Venture Management was co-founded by Andy Wilson and Matt Ridenour, who have significant backgrounds and track records as executives in early-stage companies and as principals in venture capital firms. Collectively, they have raised in excess of \$200M for early and growth companies. In their various experiences, they noted that many promising companies did not get funding because they had gaps in their plans or in their senior management teams. Momentum Venture Management worked with Sendio throughout 2006 to fill these needs, get early business traction and attract a significant round of Series A funding.

Ridenour, who served as interim CEO of Sendio prior to Anderson joining the company in October 2006, says, "This round of investment is proof that our approach to helping emerging companies with excellent technologies works. Sendio had demonstrated that its product could help companies eliminate all unwanted emails - we helped them bring their vision to fruition and put them on a path to success."

Klaus Koch, a co-founder of the KH Growth Equity Fund and a partner at Kline Hawkes & Company, said, "Our focus is on building strong high-growth companies that we think will succeed in the marketplace. Sendio has excellent technology, an impressive customer base, and is well positioned to become a significant player in the multi-billion dollar anti-spam and messaging security marketplace. This investment will enable the company to invest in its core operations and further expand its base of installed customers."

#### About Momentum Venture Management

Momentum Venture Management is a Los Angeles-based firm that helps early-stage companies achieve early business results and develop credibility in order to get funding and transform their ideas, technologies and products into sustainable, successful businesses. The company was formed by former Dartmouth and Harvard Business School classmates Matt Ridenour and Andy Wilson. For more information, please visit [www.mvmpartners.com](http://www.mvmpartners.com).

#### About KH Growth Equity Fund, L.P.

The KH Growth Equity Fund is a Los Angeles-based investment fund that makes growth equity investments in rapidly growing private companies that generate annual revenue of \$2 million to \$25 million. The fund focuses on companies with proven products and services and an established customer base. The Fund is led by Jay Ferguson, Klaus Koch, Nicholas Memmo and Alain Rothstein, all of whom are principals of Kline Hawkes & Company.

#### About Sendio

Sendio ([www.sendio.com](http://www.sendio.com)) builds a box that kills unwanted emails with Sender Address Verification, which empowers users by transparently accepting messages based on who sent them, rather than relying on filters to reject unwanted messages. The company was founded in 2003 and has more than 150 customers throughout the United States.

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