



BANYAN
VENTURES

PRESS RELEASE

For Immediate Release

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BANYAN VENTURES ANNOUNCES BANYAN FUND I *New fund paves the way for the next phase of Banyan's growth*

SALT LAKE CITY, NOVEMBER 2011—Banyan Ventures, a professional venture-building firm in Salt Lake City, has announced the creation of a new committed fund.

Banyan Fund I provides the firm with ready access to capital to pursue investments in high-growth business opportunities. Banyan invests in and grows early-stage companies with revenues of less than \$10 million into valuable and sustainable businesses. Banyan will use the proceeds of this fund to target investments from \$500,000–\$2 million.

“Banyan Fund I better positions our firm to partner with entrepreneurs in taking their businesses to the next level,” said Darin Gilson, a Managing Director of Banyan Ventures. “But providing capital is just one ingredient in our formula for successful business development. We supply executive talent and leadership, operational and financial management, sales and marketing, and much more. We also strive to build strong management teams, successful product and service lines, and deep customer and vendor relationships.”

A small but distinguished group of investors serve on the fund's Investment Board. The Board plays an active role in approving potential investments as well as providing governance support for each company. This approach is very different from other venture capital firms whose investment partners are typically just passive investors.

“The Banyan Investment Board is an accomplished group of business builders with a track record of success across a spectrum of industries,” said Gilson. “Banyan and its investment companies benefit considerably from the Board's unique expertise.”

Rev-It Logistics, Palo Verde, and MobilityRE are the first companies to be financed through Banyan Fund I. For more information about Banyan Ventures, its investments companies, and Banyan Fund I, visit www.banyanventures.com.

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ABOUT BANYAN VENTURES

Banyan Ventures was founded in 2003 by a team of partners with extensive experience in strategic planning, operations, financial management, sales, and marketing. With this expertise, Banyan has established a robust infrastructure and proven methodology for helping early-stage companies to grow and succeed. Visit www.banyanventures.com for more information.