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VELOCITY INTERACTIVE GROUP NAMES FORMER FOX INTERACTIVE MEDIA SVP & GM, MICKIE ROSEN, INVESTMENT PARTNER

Los Angeles – November 11, 2008 – Velocity Interactive Group, a leading investment firm focusing on digital media and communications, announced today that Mickie Rosen has joined the company as an investment partner focusing on video, music, social media, publishing, games and online advertising.

Rosen brings extensive experience in media, technology and consulting to the Velocity team. Most recently, she headed up entertainment for Fox Interactive Media as Senior Vice President and General Manager, Entertainment, where she ran multiple properties including Rotten Tomatoes and AmericanIdol.com, led content acquisition and entertainment initiatives for the division, and oversaw Fox on Demand on MySpace, Fox's first foray into online video. She was also a lead in envisioning, structuring and negotiating Hulu, the premier video joint venture between News Corp and NBC Universal.

Prior to Fox Interactive Media, Rosen was the head of product development and marketing for Fandango, where she helped lead the company from an early-stage start-up to profitability and a leader in its category (acquired by Comcast). Mickie was also a senior executive with an e-learning start-up, an Idealab! consumer robotics company and Disney's Corporate Alliances group, where she negotiated deals and managed Disney's top global partnerships such as Coca-Cola, American Express and AT&T. Prior to this, she spent seven years with McKinsey and Company, and earned her MBA from Harvard.

"Mickie's track record of providing strategic thinking and developing and operating businesses in the digital media arena is one of the most accomplished in the industry," said Ross Levinsohn, founding Partner at Velocity Interactive Group. "She's a valued new member of our partnership."

"I'm thrilled to join Ross Levinsohn, Jon Miller, and the partnership, which has, in a short period, created one of the strongest digital media investment companies," Rosen said. "I look forward to working with the current portfolio companies and identifying future investments."

Rosen will be based in Los Angeles. In addition to identifying and managing new investments, Rosen will help Velocity with its investments in Generate, the acclaimed production and management firm headed by former WB CEO, Jordan Levin; FatTail, the advertising optimization firm; and Twine, the Web's leading semantic information network.

About Velocity Interactive Group

Velocity Interactive Group (www.velocityig.com) is a leading investment firm that focuses on digital media and communications. The firm brings a unique approach to investing by bringing not just financial capital, but also human capital to its investment companies. Velocity Interactive Group has a global presence in Palo Alto, Los Angeles, New York, India and China.

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