

NEWS RELEASE

For Immediate Release



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MANAGEMENT 3.0 SELECTED TO JOIN THE MICROSOFT® BIZSPARK™ PROGRAM
GLOBAL PROGRAM FOSTERS THE SUCCESS OF INNOVATIVE STARTUPS COMMITTED TO MICROSOFT'S
PLATFORM TECHNOLOGIES

BELLEVUE, WA - JANUARY 12, 2010 - Management 3.0 LLC, the leading operational investment firm in healthcare and information technology, today announced that it has been selected to join the Microsoft® BizSpark™ Program as a Network Partner. The BizSpark Program is a global program designed to accelerate the success of early stage startups by connecting them to Network Partners that are active members of the global software ecosystem who can provide mentorship, guidance and resources to BizSpark startups.

“Management 3.0 formed this strategic relationship with Microsoft so that the healthcare IT startups we serve can more easily develop the tools and infrastructure they need to quickly launch and become revenue positive,” said Bob Pinkerton, principal and co-founder of Management 3.0. *“Additionally, being part of the BizSpark Program brings more visibility to our firm and our clients who are looking to attract the right investors and partners.”*

Microsoft is committed to helping entrepreneurs transform their ambitions into sustainable, dynamic businesses and to foster innovation and entrepreneurialism. To this end, the BizSpark Program provides startups with software, support and visibility at a time when they are most valuable and least affordable - during their first three years of operation - with no upfront costs and minimal requirements.

“Companies such as Management 3.0 and the entrepreneurs they serve are playing a vital role in the global economic turnaround. Through Microsoft BizSpark, we can give them the

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tools and advice they need to sustain their growth and foster continued innovation,” said Cliff Reeves, general manager, Emerging Business Team at Microsoft.

BizSpark gives startups fast and easy access to Microsoft’s current full-featured development tools, platform technologies as well as production licenses to bring to market innovative and interoperable solutions for the next generation of user experiences.

To be eligible for the Microsoft BizSpark Program, startups must be actively engaged in development of a software-based product or service that is a core piece of their business models, have been in business less than three years at the time of enrollment, and have less than USD\$1M in annual revenue. Startups may enroll for the program by obtaining an enrollment code from a designated BizSpark Network Partner.

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ABOUT MANAGEMENT 3.0, LLC

Headquartered in Bellevue, Washington, **Management 3.0, LLC** is the leading operational investment firm in the Pacific Northwest, specializing in Information Technology and Healthcare. The company’s goal is to accelerate the growth of its portfolio companies through a combination of strategic planning and hands-on, operational leadership. For additional information please visit the company’s web-site at <http://www.em3oh.com/>.

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