



Osage Ventures Invests in Landslide

Firm Joins Draper Triangle as a First Round Investor in Sales Software Innovator

BALA CYNWYD & PITTSBURGH, PA, Sept. 13, 2006 – Osage Ventures today announced it has joined venture capital firm Draper Triangle Ventures in investing in Landslide Technologies, headquartered in Pittsburgh. Landslide Technologies (formerly SalesGene) has developed a new breed of Sales Workstyle Management software that helps organizations manage and streamline their selling process, engage and collaborate more deeply with customers and improve their overall sales effectiveness.

“We are excited about backing the experienced entrepreneurial team at Landslide, which represents a core investing tenet for Osage” stated Robert Adelson, President of Osage Ventures. “The market opportunity for software that directly supports an organization’s sales efforts is significant,” said Darren Wallis, Managing Partner at Osage Ventures. “Landslide’s innovative approach addresses adoption issues that have continually plagued traditional Customer Relationship Management (CRM) or Sales Force Automation (SFA) solutions.” Wallis continued, “Its emphasis on adhering to the individual needs of salespeople sets itself apart, creating a unique offering that helps companies ensure maximum usage for greater sales success.”

Earlier this year, Draper Triangle invested in Landslide as part of its Series A funding. Dr. Thompson Jones, Managing Director of Draper Triangle, said, “This additional funding from Osage Ventures cements Landslide’s position as a break out leader with a unique offering and strong value proposition for small and medium businesses. Landslide has created a solution that both executives and salespeople can embrace with features like guided selling and live VIP assistants.” Wallis and Jones have joined Landslide’s Board of Directors.

“Landslide is preparing for continued growth in the months ahead, including our recent move to larger headquarters and expansion of our live VIP assistant call center,” said Landslide CEO Razi Imam. “We admire and value the strategic guidance that Osage Ventures and Draper Triangle have provided and look forward to a long-term partnership.

Their backing will enable us to continue to enhance the Landslide offering and seek out new customers in technology and healthcare markets.”

Landslide is a hosted-software application that integrates strategic selling software, a collaborative relationship portal called *io Channel*. The product codifies proven sales processes, provides step-by-step sales guidance, creates a high-touch and unique buying experience for the customer, and provides each salesperson with a live assistant.

About Osage Ventures

Osage Ventures is a venture capital fund that seeks to invest in determined and creative entrepreneurs that have a unique concept or product. Osage provides capital and value-added services to information and enabling technology and life science/healthcare businesses in the Northeast corridor. Initial investments range from \$1 million to \$1.5 million. Additional information is available at www.osageventures.com.

About Draper Triangle

Draper Triangle Ventures is the premier source of funding for technology start-up companies in the Pennsylvania and Ohio region. As the Midwest-based fund of Draper Fisher Jurvetson, the leader in seed and early-stage venture capital, Draper Triangle Ventures offers its entrepreneurs and investors a host of benefits that remain unrivaled in today’s growing industry. Our managers have significant experience in founding, cultivating, and investing in early stage technology companies. With roots planted firmly in the Draper Network, Draper Triangle Ventures has access to the tremendous benefits afforded by the cooperation of 16 venture firms, 25 funds, approximately \$3.5 billion in capital commitments, unparalleled resources, and the global reach of powerful relationships throughout the world.

About Landslide Technologies

Landslide Technologies (formerly SalesGene) is a pioneer in Sales Workstyle Management. The company is the first to directly address the software, collaboration and support needs of individual salespeople. Built for salespeople by salespeople, Landslide maximizes a salesperson’s time, drives them to action and delivers results. The company is privately held with headquarters in Pittsburgh, PA. Please visit www.landslide.com for more information.