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Where To Find The Big Ideas In Media and Communications? AllThingsMedia 2008 on October 30 in NYC **First Venture Capital Forum to Showcase Women-Led Media Companies**

New York, NY, October 2008: Venture-catalyst Springboard Enterprises in partnership with The Paley Center for Media has announced the companies to be showcased at **ALLTHINGSMEDIA**. This is the first venture capital forum where active angel, venture, and corporate investors get a preview of twenty-two women-led media companies who offer the most promising innovations in the media sector today. **ALLTHINGSMEDIA**, Springboard's eighteenth venture forum, is an extension of the Paley Center's *She Made It: Women Creating Television and Radio* initiative. This important forum will be held on October 30, 2008 at The Paley Center for Media in New York.

"Over the last three years, *She Made It* has recognized the contributions of 150 remarkable women who've broken boundaries in all aspects of the media, from the development of content to the launch of major businesses," said Pat Mitchell, president and CEO of The Paley Center for Media. "With **ALLTHINGSMEDIA**, we have connected some of today's most influential women in media to coach these twenty-two innovative women entrepreneurs. Despite the situation on Wall Street, we hope this forum will help these women gain access to the capital and contacts they need to fuel groundbreaking businesses in new media."

"Springboard has had a phenomenal record of recruiting and showcasing great companies that deliver positive returns to their investors," stated Kay Koplovitz, chairman of Springboard Enterprises. "We've come a long way from the days when cable was the new frontier and now **ALLTHINGSMEDIA** is the forum to discover the newest innovations in media."

Over one hundred companies applied to take part in **ALLTHINGSMEDIA**. The entrepreneurs selected for this year's venture program represent a wide range of opportunities across the expanding media category, including a highly personalized interactive advertising channel for mobile devices; a cross-media audio platform enabling user-generated content; an online story book publishing platform; a leading provider of real-time and predictive traffic data; a novel mechanism for monetizing social media communities and revolutionizing product launches; and a consumer qualified movie production and promotion platform. The Presenting Companies for this year's inaugural **ALLTHINGSMEDIA** Venture Capital Forum include:

ALUMRISE
AmikaMobile
Click Communities
Collectors' Quest
Crimson Hexagon
Daily Grommet
digital SIDEBAR
The Franklin Report
harQen
Information Development Consultants, Inc. (iDC)
Istari Technologies

Ladies Who Launch
MovieHatch
Purple States
QLD Learning
SBTV
SEN-CE
SmartNow
Spire
Tikatok
TrafficCast International
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The selected companies were assigned a coaching team comprised of Springboard alumnae, venture capitalists, lawyers, top media executives with the Paley Center's Trustees, *She Made It* Honorees and committee members including Kay Koplovitz, Koplovitz & Co. LLC, Pat Mitchell, The Paley Center for Media; Inez Aimee; Loreen Arbus; Betty Cohen; Barbara Corday; Rosemary DeVito, KPMG LLP; Patricia Fili-Krushel, Time Warner Inc.; Ralph Guild, Interep; Bonnie Hammer, USA Networks and SciFi Channel; Linda Kaplan Thaler, The Kaplan Thaler Group; Scott Kurnit, Kurnit, Inc.; Geraldine Laybourne, formerly of Oxygen Media; Susan Lyne, Gilt Group; Nancy Malone; Sharon Patrick, Patrick Partners, Inc.; Lucie Salhany; Marlene Sanders; Terri Santisi, TMS International LLC; Susan Stamberg, National Public Radio; and Marlo Thomas.

ALLTHINGSMEDIA's lead sponsor is Maybach; Promoter sponsors are Cablevision Systems Corporation, Covington & Burling LLP, E.Factor, Google, Merrill Lynch, Mintz Levin, NBC Universal, The NewsMarket, American Express OPEN, PricewaterhouseCoopers, Sun Microsystems, and The Theodore & Renee Weiler Foundation; Contributor sponsors are Fish & Richardson P.C., Martha Stewart Living Omnimedia, PPTshare, SoftBank Capital, Solera Capital LLC, and Sputnik Inc. The university partners are the University of Pennsylvania's Annenberg School for Communication and Wharton Entrepreneurial Programs at The Wharton School.

The Corporate and Venture Partners participating in the 2008 **ALLTHINGSMEDIA** Venture Capital Forum include:

Ascend Venture Group, LLC	Greycroft Partners, LLC	Prism VentureWorks
BV Capital	Gruppo, Levey & Co.	Rho Capital Partners, Inc.
Cablevision Systems Corporation	Hachette Filipacchi Media	RRE Ventures, LLC
The Carlyle Group, LLC	Hearst Interactive Media	SoftBank Capital
CBS, Inc	Hummer Winblad Venture Partners	Solera Capital, LLC
Charter.net	Intel Capital	Spectrum Equity Investors
The Cheyenne Group	Interpublic Group	Sun Microsystems, Inc.
Comcast	Kurnit, Inc.	TeenLife Boston
Credit Suisse Group	LaunchCapital, LLC	Time Warner, Inc.
DeSilva & Phillips, LLC	Lifetime Television Network	Valhalla Partners
FirstMark Capital, LLC	Martha Stewart Living Omnimedia, Inc.	Manrock
Genesys Partners, Inc.	NBC Universal, Inc.	The Walt Disney Company
Golden Seeds	New York City Investment Fund	WPP Group
Google, Inc.	Phenomenelle Angels Fund, LLP	
	PhilQuo Ventures LLC	

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Venture-Catalyst **Springboard Enterprises** is the go-to organization for information about and support for emerging growth ventures led by women. Springboard educates, showcases, and supports women entrepreneurs as they seek equity capital and build their businesses. The 360 companies that have been showcased at Springboard forums have raised over \$4 billion in equity, grants, and corporate investments to date. Springboard Enterprises is supported by Patron Sponsors Capital One Bank, Venable, Grant Thornton, OPEN American Express and The George Washington University. (www.springboardenterprises.org)

The Paley Center for Media, with locations in New York and Los Angeles, leads the discussion about the cultural, creative, and social significance of television, radio, and emerging platforms for the professional community and media-interested public. Drawing upon its curatorial expertise, an international collection, and close relationships with the leaders of the media community, the Paley Center examines the intersections between media and society. The general public can access the collection and participate in programs that explore and celebrate the creativity, the innovations, the personalities, and the leaders who are shaping media. Through the global programs of its Media Council and International Council, the Paley Center also serves as a neutral setting where media professionals can engage in discussion and debate about the evolving media landscape. For more information, please visit www.paleycenter.org.

At the center of **She Made It** is a unique collection of television and radio programming created by women. This landmark initiative is creating a permanent record of the vital contributions female television and radio creators and executives have made to our culture. Over 1,500 hours of programming have been collected to date, compiled both from the Paley Center's existing collection of more than 140,000 programs and from new acquisitions. The *She Made It* archives are available for viewing and listening at both Paley Center locations in New York and Los Angeles. Public events highlighting the work of leading women in the industry and an interactive website (www.shemadeit.org) support this valuable collection.