

# On-Line AdVentures

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providing timely  
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our partners,  
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Third Quarter 2011

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## Fifty One Acquires Borderfree from Canada Post

Largest Provider of Global Ecommerce Services to U.S. Retailers will Roll Out New Canadian Logistics Program and Open Toronto Office to Support Company Growth

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New York, NY March 1, 2012 – **FiftyOne Global Ecommerce** ([www.fiftyone.com](http://www.fiftyone.com)), the market leader in international ecommerce, announced today the acquisition of Borderfree, a business unit of Canada Post. The business deal expands FiftyOne's expertise and resources in Canada, further fortifying its position as the largest global ecommerce provider. FiftyOne operates a global ecommerce technology and services platform that enables U.S. retailers to transact with consumers in 106 countries and 41 curren-

cies; more than 120 top U.S. retailers have partnered with FiftyOne to expand ecommerce internationally. Through its acquisition of Borderfree, a longstanding cross-border ecommerce services provider with deep expertise in Canada, FiftyOne will combine the technology platforms and expertise of the two market leaders to strengthen its position and global ecommerce offerings. "We're constantly exploring new technologies and service ideas to enable our merchants to maximize international sales, and the acquisition of Borderfree allows us to provide more insight and resources towards transactions with Canadian consumers," said Michael DeSimone, CEO, FiftyOne. "Borderfree is one of the pioneers in cross-border

Ecommerce, and we are excited to leverage its platform and resources to continue providing the best possible service for our merchants." FiftyOne has opened an office in Toronto, which will house the core Borderfree team joining FiftyOne, bringing their decade-plus of experience in the Canadian market to the FiftyOne community. The team will focus on building and executing a new Canadian logistics program, which will provide faster, cheaper and additional shipping options optimized to fit the needs of Canadian online shoppers.



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## Alice.com On The Today Show

*Go To Alice.com To View The Video*

### Alice.com Raises \$3.6 Million in Funding to Focus on Consumer Channel

### Leading E-Commerce Marketplace Surpasses More Than One Million Customer Accounts and Increases Brand Storefronts by 200%

Middleton, WI – January 31, 2012 [Alice.com](http://Alice.com), leading e-commerce site and retail marketplace for household essentials, today announced that it has received \$3.6 million in funding from a group of Spanish investors. Alice.com will use this latest round of funding to enhance its consumer offerings through site advancements and new features, maintaining a superior service that helps consumers manage household essential purchases conveniently, easily and affordably.

The investment comes on the heels of the e-commerce site's merger with Spanish company Koto.com in 2011, and the launch of Alice.es in October 2011, which expanded Alice.com's groundbreaking direct-to-consumer marketplace to an international European audience. This current round brings the total amount raised by Alice.com to \$18.2 million.



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On-Line Ventures is a leading private equity firm that has helped develop dozens of information technology companies and assisted in exit transactions having a total value of over \$450 Million. Currently the company is looking to help develop buyout opportunities in the outsourced business services area, early stage opportunities in the eCommerce and Cloud Computing markets, and latter stage opportunities in any segment of the online industry. Please contact Steve Getsy (sgetsy@on-lineventures.com) or (904-273-8290).

## World Economic Forum Names Practice Fusion a 2013 Technology Pioneer

### Free, web-based EMR receives global recognition for life-saving technology and healthcare innovation

**SAN FRANCISCO, CA – August 28, 2012** – Practice Fusion, the nation’s largest doctor-patient community, announced today that it has been selected as a 2013 World Economic Forum Technology Pioneer. The award recognizes 23 of the world’s most innovative technology start-ups, whose achievements will be honored at the Forum’s Annual Meeting of the New Champions in Tianjin,

China, from Sept. 11-13, 2012. Technology Pioneers are also invited to attend the Davos annual meeting in Switzerland taking place in January 2013. This prestigious award puts Practice Fusion in the company of previous Technology Pioneers Mozilla Corporation (2007), Mint.com (2009) and Dropbox (2012). The free, web-based [electronic medical record](#) (EMR) company, now the fastest

growing EMR platform in the U.S., continues to hit major milestones, serving over 150,000 medical professionals reaching 50 million patients.

[www.PracticeFusion.com](http://www.PracticeFusion.com)



## Cabulous Raises \$8M from RockPort Capital, Shasta Ventures, Surpasses 1,000 U.S. Taxis in its Growing Mobile Taxi Network

**San Francisco, June 21, 2012** - With more than 1,000 U.S. taxis already live on its mobile taxi network, San Francisco-based Cabulous announced today it has raised \$8M in series A financing co-led by RockPort Capital and Shasta Ventures, as well as follow-on participation from angel investors including Sand Hill Angels and members of the Band of Angels. The team also announced a key hire, CTO, Mark Towfiq, most recently CTO at FanSnap, acquired by Nextag, who joins two-time public-company CEO and serial entrepreneur Steve Humphreys on the Cabulous leadership team. By partnering with the taxi industry to bring the latest benefits of mobile technology to every driver and passenger, Cabulous is focused on making it easy to get a fairly priced, reliable ride anywhere, anytime. Because Cabulous focuses on serving fleets -- not just individual drivers -- with its patented back-end dispatch system, it's able to provide both drivers and fleet owners with valuable data and innovative tools that help grow their businesses and increase profits. In turn, consumers using the Cabulous app (available for free download for iPhone & Android), enjoy transparency and confidence when hailing a taxi, automatically matching their location with nearby taxis from its mobile taxi network, and letting them know when the taxi arrives.

[WWW.CABULOUS.COM](http://WWW.CABULOUS.COM)

