

# On-Line AdVentures

The newsletter of  
On-Line Ventures®  
dedicated to  
providing timely  
information for  
our partners,  
friends and  
associates

Fourth Quarter 2010

Building Successful Companies Since 1993



## Hefty® Brand Online Store Sells Direct to Consumers

Powered by Alice.com, retail channel offers over 40 products with free delivery

On-Line Ventures' Services

Corporate Governance

CEO Mentoring

Raising Capital

Corporate Strategy

Business Plan Development

Compensation Programs

Executive Search

Exit Planning

Mergers & Acquisitions

### Lake Forest, IL, December 13, 2010

Pactiv Corporation (NYSE: PTV), announces that Hefty® brand products are now available through a new online store, [www.Hefty.Alice.com](http://www.Hefty.Alice.com). The site is powered by Alice.com, an e-commerce platform and online marketplace for household essentials.

Through the new Hefty® store, over 40 trusted products can be ordered with

just a few clicks and delivered to your doorstep, including Hefty® tall kitchen and trash bags; Hefty® OneZip® storage and freezer bags; Hefty® tableware products including plates, bowls, and cups; and popular Zoo Pals® children's tableware. By becoming a partner in Alice.com's online marketplace, the Hefty® brand product store can leverage benefits such as free shipping, live customer service chat and telephone support, convenient

reordering tools, and check-



Everyone *needs* an Alice.

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## CB2 Announces International Ecommerce Expansion with FiftyOne

*The lifestyle brand partners with FiftyOne to offer affordable modern design around the world*

**Chicago, Illinois — November 22, 2010** — CB2, the modern home furnishings destination from Crate and Barrel, today announced its partnership with FiftyOne, the leading provider of international ecommerce solutions. FiftyOne provides an international online sales platform to help retailers like CB2 expand their global online presence.

The new partnership will offer access to CB2's growing line of home furnishings and décor to millions of international consumers for the first time, and enable customers to shop in their preferred currency with cost-effective shipping rates and guaranteed landed costs. CB2 is launching the pilot program in 10 international markets: Canada, United Kingdom, France, Mexico, Australia, Japan, Germany, Hong Kong, India and Colombia, with additional countries planned for 2011. From Melbourne to Mumbai, CB2 fans can now enjoy the same fun, smart and reasonably-priced furnishings that have earned the brand a loyal following in the U.S.

FiftyOne layers on top of the existing [cb2.com](http://cb2.com) website. International customers are automatically detected and "welcomed" with a flag icon indicating their country has been recognized. All product prices are shown in the customer's selected international currency. At checkout, international customers receive a guaranteed order total in their own currency, including international duty, tax, and delivery costs, with a guaranteed exchange rate. FiftyOne ships all orders from its facilities and provides an estimated delivery timeframe and global tracking number.

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

### The FiftyOne Solution

FiftyOne helps U.S. retailers rapidly develop their global ecommerce business across all dimensions.



**fiftyone**™



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*On-Line AdVentures is produced and published by Steve Getsy (sgetsy@on-lineventures.com). Your comments and suggestions are welcome.*

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**FEATURED  
PARTNERSHIP  
COMPANIES**

**401kExchange**

**Cognitor**

**E4X**

**FiftyOne**

**Alice.com**

**PracticeFusion**

**Visit Our Website:**

**www.on-lineventures.com**

**Practice Fusion Awarded as No. 1 EHR in Customer Satisfaction**

**Free, web-based EHR is named top vendor for customer satisfaction among primary care specialties by an independent survey of 30,000 ambulatory medical providers**

SAN FRANCISCO – January 18, 2011 – Practice Fusion has been awarded as the No. 1 EHR vendor in customer satisfaction for primary care specialties by Brown-Wilson's annual Black Book Rankings. The free, web-based Electronic Health Record (EHR) system earned top marks across 18 criteria including overall performance, innovation, reliability, security and best of breed technology. Practice Fusion is the fastest growing EHR community in the US with 65,000 users serving 7 million patients.

Practice Fusion earned top EHR awards for General Practice, Family Practice and Geriatrics specialties. The free EHR also received 31 No. 1 recognitions across 18 different scoring criteria for each of the four specialties, more top honors than any other EHR vendor, including:

- No. 1 for Vendor Overall Preference/ Vertical Industry Recommendations (GP, FP, Geriatrics)
- No. 1 for Breadth of Offerings, Client Types, Delivery Excel-

- lence (GP, FP, Geriatrics)
- No. 1 Reliability (GP, Geriatrics)
- No. 1 for Support and Customer Care (GP, FP, Geriatrics)
- No. 1 For Best of Breed Technology and Process Improvement (GP, FP, Geriatrics)

**www.PracticeFusion.com**



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).

**ITT to implement Cognitor's "ENQUIRE" Knowledge Management and OneView Business Intelligence software for its Repair Center**

**February 15, 2010** - Cognitor announced that ITT has selected Cognitor's "ENQUIRE" Knowledge Management and OneView Business Intelligence software in conjunction with the Metrix service automation software to further strengthen its repair depot center operations. Cognitor has completed the integration of its knowledge management product with the new Metrix M5 Field Service Application.



**On-Line Ventures Celebrates 15 Years With The Band Of Angels!**

It's hard to believe that it was 15 years ago that Steve Getsy, Founder of On-Line Ventures met Hans Severiens Founder of The Band Of Angels Of Silicon Valley. Hans, who passed away in February 2004 was a scientist, Wall Street analyst, Venture Capitalist and dear friend. The Angel Capital Association (ACA) recently established the Hans Severiens Memorial Award for Outstanding Contribution to Angel Investing. This award will be given annually to an individual or group that has made substantial contributions to the advancement of angel investing. Ian Sobieski, Han's long term partner continues to lead the Band to even greater heights. On-Line Ventures is pleased to celebrate 15 years as a member of The Band Of Angels

WWW.COGNITOR.COM

