

On-Line AdVentures

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

First Quarter 2009

Building Successful Companies Since 1993

Opportunity To Sign Up For Alice.com

Alice is working hard to change the way you shop online. You can now go to the website (www.alice.com) and sign up for email updates. You can also follow the founder's blog at (www.flywheelblog.com).

ALICE.COM RAISES OVER \$10 MILLION IN TWO FINANCINGS

Alice.com, the latest start-up from serial entrepreneurs Brian Wiegand and Mark McGuire, recently announced it has secured \$4.3 million in initial funding and \$6 million in a follow on financing. The rounds was led jointly by private equity angel funds Kegonsa Capital Partners (www.kegonsapartners.com) and DaneVest Tech Fund (www.danevestcapital.com). On-Line Ventures also participated . Alice.com has developed a new online retail platform that better connects manufacturers and customers in the giant consumer packaged goods market. The company's public launch in June 2009 has resulted in rapid



customer growth with an average of over one million unique visitors per month. The company's offer focuses on non-food related household essentials with a business model that is inspired by two key themes: 1) consumers lack a convenient, cost effective way to buy household essentials online today; and, 2) consumer packaged goods companies need a fresh alternative to the big brand, bricks and mortar retailer model that is supported

by traditional mass market advertising. Alice is the fourth start-up from founders Brian Wiegand and Mark McGuire, who most recently sold Jellyfish.com to Microsoft Corporation in September, 2007, which became the basis for Microsoft's Live Search cashback program. The pair left their roles at Microsoft in June, 2008, to found Alice.com. Brian and Mark are also the founders of NameProtect which was sold to Computer Services Corporation in the spring of 2006. (www.alice.com)

FEATURED PARTNERSHIP COMPANIES

401kExchange

www.401kexchange.com

Cognitor

www.cognitor.com

E4X

www.e4x.com

Alice.com

www.alice.com

Visit Our Website:

www.on-lineventures.com

Or call us at:

(904)273-8290

SAKS DIRECT EXPANDS WITH E4X

Saks Direct, Inc., the ecommerce division of Saks Incorporated (NYSE: SKS), has signed an agreement with E4X, Inc. to utilize its FiftyOne global ecommerce solution to enable Canadian consumers to shop and buy online at saks.com.

Canadian shoppers visiting saks.com (www.saks.com) are now enjoying the complete online shopping experience automatically localized to feature merchandise, promotions, pricing, customer service, and delivery options



available to Canadians.

"Our rollout of E4X's FiftyOne solution enables Saks Direct to offer shoppers in Canada the ability to purchase from saks.com and experience the same ease of use and high service levels as our domestic clientele. Being able to ship internationally has been a top priority for saks.com in 2008, and the FiftyOne solution will allow us to configure and launch a robust offering for our

Canadian customers in time for the holidays," said Roger Scholl, VP of Operations for Saks Direct.Canadian. Online spending for retail goods in 2009 is forecast to grow 21% percent and total US\$16 billion, according to eMarketer.

(www.E4X.com)



Net more world

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Forbes Magazine Mentions E4X In Article On Why OnLine Shopping May Bounce Back First

http://www.forbes.com/2008/10/08/shopping-online-spending-forbeslife

401kExchange Leads Retirement Market

For Retirement Advisors, 401kExchange allows them to tap into the most accurate, up-to-date 401(k) market intelligence available and turn that intelligence into immediate action to:

- identify prospects
- generate leads and appointments with qualified sponsors
- conduct effective due diligence
- make professional presentations
- close more deals.

For Employers **is your**

401(k) plan as good as it could be? Get connected with the information and expertise you need to:

- cut 401(k) plan costs
- improve the overall quality of your plan
- compare plan services, provider ratings, and investment performance

schedule a meeting with an experienced retirement professional.

For Broker Dealers connect with the market information and tools you

need to generate new business, manage your risk, and support your top producers more efficiently.

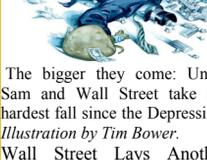
- conduct provider due diligence
- compare and monitor investment choices
- create user-friendly, compliance-approved processes and reports
- streamline proposal generation
- attract better advisors generate qualified leads.

www.401kExchange.com

401kExchange

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 \$250 Million. Currently the company is looking to help develop buyout opportunities in the outsourced business services area, early stage opportunities in the eCommerce market, and latter stage opportunities in any segment of the online industry. Please contact Steve Getsy (sgetsy@on-lineventures.com) or (904-273-8290).

From The Desk Of Steve Getsy



The bigger they come: Uncle Sam and Wall Street take the hardest fall since the Depression. *Illustration by Tim Bower.* Wall Street Lays Another Egg. I highly recommend this article in Vanity Fair by Niall Ferguson (www.http://www.vanityfair.com/politics/features/2008/12/banks200812?currentPage=all). The author insightfully describes how Mathematical Models (“Planet Finance”) ignored

history and human nature and deemed value had no meaning. Now the question is “What Next?” it appears we’re in for a long recession and the continuing deleveraging of the financial system. The IPO markets are near frozen as are the banks’ lending capabilities even for companies with sterling credit. Early stage companies raising capital today are having an extremely difficult time. Those companies with sufficient capital have a greater chance of a successful exit sometime in

“Too Big To Fail” seems to be the overriding concept in Washington these days. Do the thousands of venture backed small companies when taken collectively qualify?



Losing our shirt? The problem is that our banks are also losing theirs. *Illustration by Barry Blitt.*