Emily Melton Joins Premier Venture Capital Firm USVP

January 8, 2013, Menlo Park, Calif. - U.S. Venture Partners (USVP), a leading early-stage venture capital firm, announced today that Emily Melton has joined the firm as Venture Partner, adding to USVP's strength in mobile services, social media, and consumer services. "These are important business segments in which we are expanding our franchise, as evidenced by our investment in category-leading companies like HotelTonight, Trunk Club, and ZEFR," said Rick Lewis, General Partner at USVP. "Our formula for enduring success at USVP always has been rooted in the quality of our team. We are thrilled to welcome a talented and respected venture capitalist like Emily to the firm."

Melton previously was a Partner at DFJ, where she was actively involved in a number of companies in the firm's consumer and enterprise portfolio. After DFJ, Emily was with Mayfield Fund, where she was involved in formulating the firm's mobile and consumer investment strategy. "Emily has earned the admiration and trust of the many entrepreneurs with whom she has worked. At USVP, we strive to be the "go-to partner" of the startup founders we work with, and Emily has demonstrated that ability time and again," said Winston Fu, General Partner at USVP. "Her combination of business acumen, market insights, and product intuition has led many technology entrepreneurs to make Emily their first call. We have no doubt that Emily will help us continue attracting the best and brightest entrepreneurs."

Emily previously served on the boards of NearbyNow, RedFin and ShareThis. She was involved with DFJ's investments in Box, Meebo (acquired by Google), Kudo (acquired by Google), RichRelevance and Flux (acquired by MTVNetworks). She also is an investor/advisor to HealthTap, Pulse Networks and PoshMark. Emily holds a BA with honors and distinction in Political Philosophy and an MBA, both from Stanford University.

"Based upon my experience working with early stage companies and investors, I ultimately was drawn to USVP because of a shared belief in the power of entrepreneurship and the transparency, perseverance and humility required tobe a good partner to entrepreneurs. I look forward to working with the USVP team to continue a long tradition of being a high integrity partner to our companies and investors alike," said Melton.

About U.S. Venture Partners

USVP is a leading Silicon valley-based venture capital firm, helping entrepreneurs build world-class companies since 1981. USVP focuses on early stage opportunities in sectors where the Partners have the domain expertise, operating experience and network relationships to contribute to the success of an enterprise. Currently, the firm invests in digital communications, network systems, consumer and business services, media, semiconductors, clean technologies, biopharmaceuticals and medical devices.

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Contact:

Susan Banke
U.S Venture Partners
(650) 854-9080
www.usvp.com