



HLM VENTURE PARTNERS



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HLM VENTURE PARTNERS AND LONG RIVER VENTURES INVEST IN MEDVENTIVE

Lead financing of health care information company

Boston, MA – October 10, 2006 – HLM Venture Partners, a leading health care venture capital firm, and Long River Ventures, a diversified early stage firm, have announced a \$4 million Series A Investment in MedVentive, Inc., a provider of medical cost containment and healthcare quality improvement solutions.

Based in Cambridge, MA, MedVentive offers health care providers and payer organizations solutions to measure and manage quality at the point of care. The company's products identify opportunities for care improvement, provide interventions including alerts and patient communications, that fit easily into the physician's workflow and also measure the results.

"We were attracted by MedVentive because it offers new technology solutions demanded by the converging requirements of pay-for-performance contracts, initiatives to encourage compliance with evidence-based medicine standards, and public report cards," said Peter Grua, an HLM Managing Partner who will join MedVentive's board of directors. "Providers who can demonstrate superior performance on these new quality measurements will gain real economic advantages."

"MedVentive currently has a strong customer base here in New England, said Will Cowen, Managing Partner of Long River Ventures who will also join the MedVentive board. This round of capital will allow MedVentive to extend its reach to provider and payer organizations across the country."

MedVentive President and CEO Jonathan M. Niloff commented: "In HLM and Long River we have found partners who not only have broad understanding of the health care industry but also specific knowledge of cost containment and quality improvement systems within this industry. The success of these systems depends on an effective combination of new technology, information-sharing, and physician education."

About MedVentive, Inc.

For nearly ten years, MedVentive has worked with leading academic hospitals, health plans and physicians to develop and deploy innovative, clinically sophisticated approaches to successfully reduce healthcare costs and improve quality. Healthcare providers, payer organizations and self-insured employers use MedVentive's technology and services to identify their greatest healthcare improvement opportunities and act quickly and efficiently to effect change through customized interventions. For more information, please visit www.medventive.com.

About HLM Venture Partners

HLM Venture Partners provides venture capital to emerging companies focused in the health care services, health care information technology and medical technology sectors. HLM Venture Partners supports entrepreneurs as they turn innovative ideas into market-leading businesses, offering guidance on financial structuring and mergers, resource allocation and deployment, strategic planning, strategic introductions, and recruitment. For more information, please visit www.hlmventurepartners.com.

About Long River Ventures

Base in Westborough, MA and the Amherst area, Long River Ventures invests in early stage information technology, health care, communications, and other technology-driven product, manufacturing, and service businesses. The firm provides capital, operational expertise and an extensive network of contacts and relationships. For more information, please visit www.longriverventures.com.