



DFJ Tamir Fishman Ventures and JVP Media Studio Invest in Seed Stage Startup IgnitAd

IgnitAd develops an optimization system for online advertising

Israel, January 26 , 2010 – DFJ Tamir Fishman Ventures and JVP, through JVP Media Studio, its incubator have announced a seed investment in IgnitAd, an early-stage venture.

IgnitAd was founded by Assaf Roth, Yaniv Bar-Lev and Yoav Ben-Ari, who worked for many years in the hi-tech industry, in various companies, in the search, e-commerce, online entertainment, IT management platforms and online advertising fields (including Celebros, FixYa, 888.com, and Certagon).

IgnitAd develops an optimization system to serve various players in the online advertising space.

Assaf Roth, CEO, IgnitAd said that “We are happy that DFJ Tamir Fishman Ventures and JVP Media Studio share our vision and see the potential in IgnitAd’s proposition. The boom in online advertising spend has created new ways for publishers and advertisers to interact and this creates a significant business opportunity for us in the market.”

“The online advertising market is fragmented. IgnitAd's innovation will take the online advertising market forward by adding automation to the buying and selling process, while giving web publishers and advertisers the control and visibility to ensure better match between them, protect their brand integrity and increase their performance.” said Shai Saul, General Partner, DFJ Tamir Fishman Ventures.

“We are proud to announce our investment into this exciting new venture,” said Uri Adoni , Partner, JVP Media Studio. “This new investment in an early



stage startup, after our recent investment in Navajo Systems last December, is another example of JVP Media Studio's commitment to promising young companies. We strongly support investments into companies that develop technologies which will greatly impact new media markets. IgnitAd is exactly the type of companies we like to see in our portfolio: early-stage ventures, led by a strong management team of seasoned entrepreneurs, and bringing state-of-the-art technology that can have a major impact on the market in which it operates and become a significant player"

DFJ Tamir Fishman Ventures (DFJTfV) seeks to partner with visionary and passionate Israeli entrepreneurs in the areas of information technology, communications, Internet and emerging technologies such as life sciences, clean-tech and agro-technology. We strive to serve our entrepreneurs and limited partners, by helping our portfolio companies navigate through the known and the unknown, the risks and the opportunities, the downturns and the upsides. We aim to put our collective domain expertise, operational skills, investment experience and global reach to work alongside our entrepreneurs in a fair, open and friendly manner. Recent DFJ Tamir Fishman Ventures successes include CopperGate, Voltaire, Allot, Modem Art and Native Networks.

JVP is one of the leading venture capital funds in Israel. The fund operates from Jerusalem and manages 800 million dollars. JVP focuses on building market leaders in the fields of digital media technology, including gaming and virtual worlds, mobile media, software and hardware applications and Internet advertising. With leading industry venture partners and consultants in New York, Los Angeles and Europe and an international network of strategic partners, JVP leverages its unique market expertise, its dedicated management team and substantial capital base to build companies with the potential of shaping the global markets.



JVP Media Studio is the seed investment arm of JVP, which invests in early-stage startup companies in the fields of new media, enterprise software, mobile, Internet, advertising and gaming. The incubator's portfolio companies, which operate from the JVP Media Center in Jerusalem, benefit from close support by the Fund's partners and from the synergetic collaborative environment at JVP.

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