



## **SJF Ventures Invests in MedPage Today**

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FOR IMMEDIATE RELEASE

**(New York) March 8, 2007** - SJF Ventures has invested in MedPage Today, a health care media company that delivers breaking medical news to physicians and patients. The \$2 million Series B financing will enhance MedPage's sales and marketing as the company expands its already strong customer base and builds public awareness of its well-regarded service offering. SJF co-invested with Milestone Venture Partners in the round.

Located in Little Falls, NJ, MedPage Today provides timely, concise reports that help busy physicians stay on top of new developments in their field and communicate more effectively with patients. "Physicians are frequently bombarded with inquiries from concerned patients, who often hear of new medical treatments and research before their doctors have had a chance to digest the news," said SJF Ventures Managing Director Alan Kelley. "MedPage provides brief yet sophisticated medical reports that help physicians keep up with recent events. No other media company addresses this information gap so effectively. In addition, MedPage provides knowledgeable patients with in-depth medical information that is not typically found in the mass media."

Healthcare professionals who read MedPage's Internet-based content and pass a subsequent test receive continuing medical education credits from the University of Pennsylvania School of Medicine, which is an active partner in producing MedPage's content. Continuing medical education is currently a \$2 billion market that has generated more than a 10 percent average annual growth rate during the past 5 years, with electronic CME growing approximately 80 percent per year. See [www.medpagetoday.com](http://www.medpagetoday.com).

### **About SJF Ventures ([www.sjfund.com](http://www.sjfund.com))**

SJF Ventures is a venture capital fund that focuses on the cleantech, technology-enhanced services, and premium consumer products sectors. The fund looks for experienced management teams that are driving exceptional growth and positively impacting the world. SJF Ventures specializes in companies with revenues of \$1 to \$20 million seeking equity capital of \$1 to \$5 million.

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