



SJF Invests in ServiceChannel

FOR IMMEDIATE RELEASE

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New York and Albertson, NY – January 14, 2009 – SJF Ventures II, LP announced it has led a Series B equity financing for ServiceChannel.com, Inc.

ServiceChannel provides online tools that empower contractors to collaborate more effectively with facilities managers. Leading retailers such as Apple, Gap, Best Buy, Coach and Bare Escentuals engage ServiceChannel's Web-based solutions to locate contractors, place maintenance requests, track projects and process payments. ServiceChannel helps to source over \$300 million in maintenance work annually in 40,000 store locations. More than 10,000 service contractors have been trained on ServiceChannel's systems.

ServiceChannel has established itself as the leading service that integrates the activities of maintenance contractors and retail facilities managers, said SJF Managing Director Alan Kelley. We are excited by the opportunity to help both small and large contractors build their own platform to market themselves to prospective customers and manage their daily activities with existing relationships.

Steven Gottfried, CEO of ServiceChannel, added, This investment will enable our company to reach additional customers and launch new services that are designed to help contractors. SJF has already provided an immediate benefit in charting ServiceChannel's future, and we look forward to accelerating the company's growth through a partnership with SJF.

About ServiceChannel

Founded in 1999 and headquartered in Albertson, New York, ServiceChannel is a supply chain technology company that enables retailers to more effectively manage their portfolio of locations by providing them with a single platform to source, manage and pay for facility maintenance services. The company's invoice validation platform enables clients such as Apple, Gap, Best Buy, Coach and Bare Escentuals to source over \$300M in maintenance work annually across 40,000 locations from over 10,000 service contractors in North America. For more information, please visit www.servicechannel.com.

About SJF Ventures

SJF Ventures is a venture capital firm with \$45 million under management and offices in Durham, NC and New York, NY. The fund focuses on the cleantech, Web-enhanced services and premium consumer products sectors. SJF portfolio firms include MedPage Today, Truist, CleanScapes, groSolar, Intechra, Salvage Direct, Ed Map, BB Hobbs, and Ryla Teleservices. An allied firm, SJF Advisory Services, provides assistance to positive impact entrepreneurs nationwide through Getting Ready for Equity workshops, Cleantech CEO Panels, and direct assistance services. For more information, please visit www.sjfventures.com

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