

Media Contact:

Jennifer Hill
jhill@astia.org
(646) 715-6985

Sharon Vosmek
sharon@astia.org
(415) 421-5500

Astia's 2nd annual Doing it Right New York City program jumpstarts venture fundraising for more than 40 women-led startups companies

NEW YORK (April 29, 2009) – Astia, the Silicon Valley leader in programs that accelerate the funding and growth of women-led start-ups, today announced the successful conclusion of its second annual program in New York City, a four-day conference for high-potential, high-growth, women-led start-up companies across New York and the East Coast, which was held April 20-23.

Since 2003, Astia's programs have resulted in a 60% fundraising success rate, raising more than \$500M for presenting companies, including 12 exits and two IPOs.

“The Astia program is an outstanding opportunity for companies to learn directly from venture capitalists and angel investors how to fundraise in a way that achieves results – even in this economy. The relationships made and education provided at the Astia Doing it Right program are invaluable,” commented Kylie Sachs, a partner at Ascend Venture Group and a speaker at the conference.

Astia's network includes more than 450 experts, serial entrepreneurs, and CEOs across the nation, who are dedicated to volunteering time to support the next generation of innovative start-up companies. Despite the current economic climate, Astia has high expectations that the participating companies will achieve fundraising success throughout 2009.

Over 40 companies attended the second annual Astia Doing it Right NY program, representing high tech, digital media, life sciences, medical devices, clean technology, and business and consumer internet services. Each company had at least one woman in a C-level or founder position. Leading New York angel investors and venture capitalists presented hands-on workshops and educational panel discussions on such topics as term sheet strategy, alternative sources of financing, turning investor leads into closed deals, and building executive teams and boards.

“Thank you so much for the experience that you created for us in New York! We learned an incredible amount of really useful information that we can apply both in our project of getting funded, and in developing our operations and business culture,” said Tessa ten Tusscher, Ph.D., CEO of Living Well Assisted at Home Living.

“I have learned more in the last four days than I could have ever anticipated. Astia is an invaluable program. You have made my business—which as an entrepreneur is my life's work—infinately stronger and given me the opportunity to realize a dream,” commented Elizabeth Wagley, founder and CEO of Progressive Book Club.

Geared toward finding angel and venture funding, Astia's innovative program ensures that companies gain access to capital, achieve and sustain high-growth, and build highly successful global businesses.

Sharon Vosmek, CEO of Astia, commented “The Astia program has managed to make a true difference to women in innovative businesses. We are about results and measure our success by the success of the companies we serve. This is a challenging but exciting time for high-growth businesses, and we see a real opportunity to make a difference.”

Selected companies participating in the Astia Doing it Right NY program will be invited to participate in the second annual Astia Investor Forum in New York City on June 4, 2009, where they will be presenting to several dozen angel and venture capital investors.

In addition to the program in New York, Astia has presented 2009 Doing it Right programs in London and Silicon Valley. A fourth program will be offered in Mumbai in 2010.

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About Astia

Astia is a unique, not-for-profit, with a distinct focus and mission - to foster the full participation and leadership of women in entrepreneurship and as accelerators of high growth businesses. Astia provides innovative programs that ensure companies gain access to capital, achieve and sustain high-growth, and develop the executive leadership of the women on the founding team.

Headquartered in Silicon Valley with programs in Silicon Valley, New York, and London, Astia is well positioned to work with start-ups from around the globe as they access venture capital. Astia's Venture Conferences, which commenced in 2003, have attracted 124 presenting companies that have raised over \$500 million and have returned over \$100 million to investors through M&A. The Astia conference has differentiated itself with an exceptional screening and qualification process that has resulted in greater than 60% of the presenting companies achieving funding or an exit within one year of the conference.

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