

RED | VENTURES

COMPANY FACTS

Red Ventures is an Internet marketing company that develops and manages large-scale, multi-channel customer acquisition programs for leading brands in the U.S., Canada and Puerto Rico. The company generates new customers through proprietary marketing channels, exclusive partnerships, and an innovative process that optimizes lead-to-sale conversion and channel mix. Over 700 employees serve partner companies in a range of verticals, including home services, consumer services, financial services, business services, automotive, education, and home remodeling. Red Ventures was ranked 17th on the 2008 Inc. 500 list of fastest-growing private companies. It was founded in 2000 by Ric Elias and Dan Feldstein.

VERTICALS

- Home Services
- Consumer Services
- Business Services
- Internet Services
- International

HEADQUARTERS

1091A 521 Corporate Center Drive
Fort Mill, SC 29707

OFFICES

- Charlotte, NC
- Miami, FL
- San Juan, Puerto Rico
- Guatemala City, Guatemala

WORKFORCE

- 700+ employees

CONTACT

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www.redventures.com

AWARDS AND RECOGNITION

- 2009 Best Places to Work in Charlotte
– Ranked 6th among large companies
- 2009 CFO of the Year Awards, *Charlotte Business Journal*
Finalist - Mark Brodksy
- 2009 Fast 50 Awards, *Charlotte Business Journal*
-Ranked 11th fastest growing company



- 2008 Inc. 500 Rankings:
17th place – Overall
2nd place – Advertising and Marketing
- 2007 Inc. 500 Rankings:
4th place – Overall
1st place – Advertising and Marketing
- 2008 NCTA 21 Awards – Top Growth Company
- 2008 Best Places to Work in Charlotte
– Ranked 3rd among large companies
- 2008 Women in Business Achievement Award,
Charlotte Business Journal
Winner – Christy Durbin, Radio Sales Group and
Education Enrollment Services president
- 2008 40 under 40, *Charlotte Business Journal*
Winner – Joe Peterson, DirectStarTV president
- 2007 40 under 40, *Charlotte Business Journal*
Winner – Dan Feldstein, CMO
- 2006 DIRECTV Dealer of the Year

CORPORATE CITIZENSHIP

Red Ventures believes it has a responsibility to help people in need. In 2006, the company launched Lives Linked, a nonprofit organization connecting orphans around the world with sponsors in the U.S. For more information, visit www.liveslinked.org.

LEADERSHIP



RIC ELIAS :: CHIEF EXECUTIVE OFFICER

Ric Elias is the CEO and co-founder of Red Ventures. Through Ric's leadership, Red Ventures has built a portfolio of successful companies by attracting top talent in marketing, sales and technology to drive rapid growth. Ric began his career at General Electric Co.'s Aerospace Division and is a graduate of GE's Financial Management program. In 1994, he joined the marketing services company CUC International (later Cendant). Prior to founding Red Ventures, Ric served as president of Spark Network Services, a promotion and data company held by Cendant. Ric received his undergraduate degree from Boston College and is also a graduate of the Harvard Business School.



DAN FELDSTEIN :: CHIEF MARKETING OFFICER

Dan Feldstein is the Chief Marketing Officer and co-founder of Red Ventures. Prior to founding Red Ventures, Dan held a variety of general management and senior marketing positions within CUC International (later Cendant). Dan's roles included general manager of Sidewalk.com, a joint venture between Microsoft and Cendant; SVP, Marketing for Cendant's membership group (\$700M acquisition budget); and general manager of Shoppers Advantage, a \$300M online and catalog retailer. Dan began his career with the global consulting firm Bain & Company. He received his undergraduate degree from Duke University and is also a graduate of the Wharton School of Business, University of Pennsylvania.



MARK BRODSKY :: CHIEF FINANCIAL OFFICER

Mark Brodsky joined the Red Ventures management team in 2003. He began his career at General Electric Co. in 1977 and in that capacity met Ric Elias, who later would found Red Ventures. After GE, Mark held several executive positions at Merrill International, where he was involved in large-scale industrial project development. From 1999 to 2000, he worked at Arthur D. Little as EVP, Finance & Development, and in 2001 became CEO of ADL spin-off Nuvera Fuel Cells, based in Boston and Milan, Italy. Mark received his undergraduate degree in accounting from Drexel University and is also a graduate of the Wharton School of Business, University of Pennsylvania.

THE RED VENTURES STORY

Red Ventures was founded in 2000 by friends Ric Elias and Dan Feldstein. After business school at Harvard for Elias and Wharton for Feldstein, the two met at Cendant, a marketing holding company. There they gained experience running direct marketing companies and discovered a shared passion for entrepreneurship.

"It was two men and a plan in Ric's basement," said Feldstein. "We talked more about what the company should be like as opposed to the business itself."

"We wanted to create a company that we would want to work for," said Elias. That meant a competitive, results-oriented environment where people would work hard and have fun.

"It had to be a business with solid foundational elements as opposed to a one-trick pony," said Feldstein, "a company that could outlast us." So RedF.com, the precursor to Red Ventures, was born. The plan was to use print-based media to help online brands market themselves. RedF was a code name, a combination of the founders' initials that they used while planning their exit from the corporate world. The name stuck.

It took Elias and Feldstein six weeks to raise capital. Several friends invested in the company, and the founders contributed their personal savings. They were in the process of training their newly-hired sales force when they realized the dot-com bubble was about to burst.

"The irrational exuberance was done," said Elias. "We had our friends' money in the business so failure wasn't an option. We decided to sell our expertise and become marketing consultants until we figured things out."

LendingTree, Bank of America and Duke Energy were among their first clients, and business took off.

"We woke up one day and realized we were an agency," he said. But an agency wasn't what Elias and Feldstein had set out to create. Providing

services to clients, they didn't have control over the risks or rewards of their work. It was time to reinvent.

At a dinner meeting with potential clients from DIRECTV, the epiphany came.

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"We were pitching them agency work, and they said, 'Why don't you put your money where your mouth is and become a dealer?'" Feldstein said. The next day, they began shifting the business from marketing agency to customer acquisition marketer. DirectStarTV was launched in January 2003 and has grown into the largest DIRECTV dealer. Red Ventures has since expanded into many verticals, ranging from home and business services to automotive and education.

Red Ventures expects to have more than 1,000 employees by the end of 2010 by continuing to draw top talent with their unique, entrepreneurial company culture.

"We've worked hard and had our fair share of luck, but we're not complacent," Elias said. "We have to use this great platform we've built to continue reinventing ourselves - launching new businesses, acquiring new companies, and recruiting the best people to run them."

What keeps me up at night is the notion that we need to find a broader purpose in the world beyond financial success.

But above all, Elias said he wants Red Ventures to be known as a company that takes social responsibility to heart. In 2006 the company founded a charity, Lives Linked, which connects sponsors in the U.S. with orphans around the world through a proprietary live mail platform.

Additionally Lives Linked runs poverty awareness programs at local High Schools.

"What keeps me up at night is the notion that we need to find a broader purpose in the world beyond financial success," Elias said. "The real dream is making Lives Linked another jewel in the Red Ventures portfolio."