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Business Services Industry

liveprint.com Secures First-Round Funding from Flatiron Partners and Chase Capital Partners; Internet startup receives funding from leading venture capitalists

Business Wire , Sept 9, 1999



ALEXANDRIA, Va.--(BUSINESS WIRE)--Sept. 9, 1999--

liveprint.com(SM) (<http://www.liveprint.com>), the premiere destination on the Web for marketing communications solutions, today announced it closed its first round of venture capital financing.

Flatiron Partners (<http://www.flatironpartners.com>) and Chase Capital Partners (<http://www.chasecapital.com>) led the round. Additional investors included The Anita Kaufman Family Partnership and Wellfleet Holdings II, LLC, an investment vehicle of Wellfleet Partners (<http://www.wellfleetpartners.com>).

"liveprint.com provides a truly innovative solution to what is traditionally a bricks and mortar service--marketing communications advice and designs," said Bob Greene, managing partner, Flatiron Partners. "We are impressed by liveprint.com's proprietary technology, creativity and strategic plans for the future, and we are excited to become partners with liveprint.com."

liveprint.com offers free access to the Internet-based tools visitors need to develop customized, polished marketing communications pieces quickly and easily. liveprint.com allows coordinated suites of identity items, such as business cards, letterhead and envelopes, to be custom designed simultaneously with a few simple steps.

These items can then be downloaded and printed at the desktop for free or printed professionally through the liveprint.com network.

Knowing these tools are only as effective as their implementation, liveprint.com's liveIdeas section features tips and articles on how to use marketing communications pieces strategically when starting, growing or promoting a business.

"Flatiron Partners and Chase Capital Partners are two of the most prominent names in the venture capital arena," said liveprint.com's President and CEO Rick Steele. "Thanks to their roles in some of the Internet's most successful ventures, our investors are known throughout the industry and have opened many doors for liveprint.com."

"We firmly believe the market is ready for liveprint.com," said Bob Greene. "Increasingly, business people are turning to the Internet for free solutions to many of their recurring office needs, such as desktop publishing, scheduling and messaging. liveprint.com is the first to offer the small-business market such a high-quality, free-to-use design tool."

liveprint.com has already begun its second round of financing and is entering discussions with additional investors. The funds raised in the next round will be used to fuel the growth of the company through a comprehensive marketing and brand-building campaign.

About Flatiron

Flatiron Partners (<http://www.flatironpartners.com>) is one of the preeminent Internet-focused venture capital firms. Located in New York's historic Flatiron district, the heart of Silicon Alley, Flatiron thrives off the synergy between the rapid evolution of digital technology and New York's traditional focus on contact, commerce and communication.

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technology and New York's traditional focus of content, commerce and communications.

Founded in 1996, by Jerry Colonna, Fred Wilson and Bob Greene, the firm has been a pioneer in Internet investing. Helping to establish and build more than two dozen companies, Flatiron Partners has invested in some of the best known companies of the Internet Age, including Geocities, iXL Enterprises, Multex.com, Reciprocal, Resonate, Starmedia and TheStreet.com.

Flatiron is an Affiliate of Chase Capital Partners.

About Chase Capital Partners

Chase Capital Partners (CCP) (<http://www.chasecapital.com>), one of the world's leading private equity firms, includes 90 investment professionals in seven offices around the world. CCP manages a diversified private equity portfolio in excess of \$8 billion. CCP's primary source of capital is The Chase Manhattan Corp., the second largest bank in the US with assets of \$357 billion.

About The Anita Kaufman Family Partnership

The Anita Kaufman Family Partnership ("AKFP") is a diversified investment partnership with Anita Kaufman as its general partner. In January 1999, AKFP became an angel investor in liveprint.com.

As stated by Anita Kaufman, "The combination of a strong and extremely motivated management team, a tremendous business plan and being in the high growth sector of business-to-business Internet were the major reasons for investing in liveprint.com."

AKFP has invested in various other Internet and technology companies in their early stages, including Cyberian Outpost, Inc., USA.net, Worldgate Communications, Inc. and Primus Communications.

About Wellfleet Partners

Wellfleet Partners, a boutique venture capital firm, through its investment vehicles, invest in or raises money for emerging growth companies specializing in the Internet and personal technology arenas. Its recent investments include Synergy Brands, Inc. (NASDAQ "SYBR"), HallofSports.com, Internet Financial Services, Inc. ("ABWG"), DataRover Mobile Systems, Arvee Systems, Inc. and HomeworkCentral.com.

About liveprint.com

liveprint.com(SM) (<http://www.liveprint.com>) launched July 1999, as the premiere destination on the Web for marketing communications solutions. Targeting the millions of individuals in the small business market who collectively spend an estimated \$8-\$12 billion dollars each year on printing, liveprint.com allows visitors to rapidly design high-quality, professional marketing communications products.

Innovative, proprietary technology allows coordinated suites of identity items, such as business cards, letterhead and envelopes, to be created simultaneously with a few simple steps. These items can then be downloaded and printed at the desktop for free or professionally printed through the liveprint.com network.

Headquartered in Alexandria, Va., liveprint.com has received funding from venture capitalists Flatiron Partners, Chase Capital Partners, The Anita Kaufman Family Partnership, Wellfleet Partners and others.

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