

**Shasta Ventures Names Jason Pressman Managing Director,  
Hires Evan Liang from eBay as Senior Associate**

*Growing Team Supports Shasta Investment Opportunities in Technology-Enabled  
Businesses*

MENLO PARK, CA. September 8, 2008—Early-stage venture capital firm Shasta Ventures today announced the promotion of Jason Pressman to managing director. Pressman was previously a partner with the firm. Shasta also announced it has hired Evan Liang as senior associate.

Pressman has worked at Shasta Ventures since the fund's formation nearly four years ago. As a managing director he will continue to focus on investments in the Internet and software spaces with special interests in advertising, casual gaming, SaaS and systems management.

"We are absolutely thrilled to have Jason on the Shasta team. He is a superstar," said Tod Francis, managing director at Shasta. "Jason has strong operating experience which entrepreneurs find relevant in helping build their companies. His passion, leadership and investment experience are a critical component of the quality service and teamwork that we pride ourselves on as a firm."

Prior to Shasta Ventures, Pressman was one of the earliest employees at Walmart.com, a venture-backed start-up where he was vice president of strategy, business development and operations. In that role, Jason helped build the business into one of the leading commerce sites on the web. Jason also previously worked in investment banking where he advised venture-backed start-ups. Pressman's investments include Click Forensics, Doostang, iConclude, Mochi Media, OSS-1701, PopJax, ResponseLogix and Tumri. He holds an MBA from the Stanford Graduate School of Business and a BS in Finance from the University of Maryland.

"At Shasta, it is has been tremendously rewarding for me to work with amazing entrepreneurs and to help them build great companies," said Pressman.

"Jason is a fantastic mentor, company builder and investor. His active involvement and support of the company have been tremendously beneficial to our growth," said Drew Carpenter, president and CEO of Doostang. "Shasta is fortunate to have him."

As a senior associate for Shasta Ventures, Evan Liang is responsible for evaluating Internet and software investment opportunities as well as supporting Shasta Ventures' portfolio companies. Prior to joining Shasta Ventures, Liang worked in product management at eBay, where he developed new features to improve the buyer experience on the core marketplace platform. Prior to eBay, Liang worked in business development at Microsoft where he helped launch the Xbox 360. In addition to his operational experiences, Liang has four years of venture experience as an analyst and associate at Battery Ventures where he focused on the software and e-commerce sectors. He holds an

MBA from Kellogg School of Management and a BS in Industrial Engineering from Stanford University.

“Evan is a great addition to our team. His experience from eBay is very compatible with our focus on tech-enabled consumer and business services,” said Ravi Mohan, managing director at Shasta.

### **About Shasta Ventures**

Shasta Ventures is an early-stage venture capital firm investing in technology-enabled businesses serving consumers and enterprises. Located in Menlo Park, California, Shasta Ventures has \$460 million dollars under management. Shasta was formed in 2004 by venture capital veterans and has made 30 investments to date across consumer and business services, infrastructure and software. For more information on Shasta Ventures, please visit [www.shastaventures.com](http://www.shastaventures.com).

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