



VentureReturns.com Allows Companies to Determine Their Value

October 31, 2007 – Venture Returns, Inc. (www.venturereturns.com), a community dedicated to growing private companies, announced today the launch of a new and dynamic service that will enable anybody to find valuation ratios (“comps” as they are known in the banking industry) for private companies to determine a company’s current market value. The “Value a Company” service, the first of its kind to exist on the web, allows a user to easily find public and private comparables and even to use these comparables to get an estimate of the value of a private company. “Companies can instantaneously find out what valuation ratios apply to them using the same techniques financial analysts have been using for years. This will help potential investors, acquirers, and entrepreneurs understand the value of the private companies,” said President Anthony Woods.

Venture Returns anticipates that the tool will also provide an informative data point that users can track over time to see what the market thinks about a company. The company believes that it will do for private businesses what Zillow.com did for the real estate market. Once a profile is created, the tool continues to pull real world multiples from public companies and tracks changes in the value of the entity measured against these benchmarks. In a sense, it creates a stock price for private companies. The tool also harnesses the power of social networks to provide a richer set of inputs and to allow interested parties to collaborate. Mr. Woods continued, “In the next two months we will continue to add features to our site. We look forward to feedback from our community as we refine our products.”

To find out more about the company, please visit www.venturereturns.com or contact Venture Returns directly at (800) 822-2466. The company invites all professionals who work with fast-growing private companies to come to the site and register. The company is developing additional valuable products regularly, and will make them available soon.

About VentureReturns.com

Venture Returns is a community site dedicated to growing private companies from inception to exit. The company launched at the end of 2004 to become the first place on the web for essential reviews of venture capital and private equity firms by the entrepreneurs who work with them. Since then, Venture Returns has created the most in depth database of information about venture and private equity-backed entrepreneurs. VentureReturns has also recently launched a first-of-its-kind valuation service for private companies that allows anybody to get a rough sense of the valuation of a private company. The company is constantly developing new services based on feedback from its user community.

www.venturereturns.com