

**FOR IMMEDIATE RELEASE**

*Contact:* Matthew Cohen  
(917) 854-9534  
[matthew@cohenstrategygroup.com](mailto:matthew@cohenstrategygroup.com)

**INDUSTRY VETERAN, KEVIN BRADSHAW, JOINS REDWOOD PARTNERS AS AN ENTREPRENEUR-IN-RESIDENCE**

**NEW YORK, NY, April 1, 2009** – Redwood Partners, the premier international advisory firm for emerging mobile, internet and digital media companies, today announced the appointment of Kevin Bradshaw as the firm’s newest Entrepreneur-in-Residence.

In this role Kevin will be advising Redwood’s portfolio companies and working with and on emerging businesses. He brings to Redwood more than a decade of proven experience with start-up and high-growth ventures in the wireless, web technology and media sectors. From the building of management teams to raising capital, from providing domain expertise to making connections with strategic partners, Kevin will play a key role in helping Redwood’s portfolio companies.

“Redwood is thrilled to bring Kevin on board. Our Entrepreneurs-in-Residence program allows us to leverage industry leaders who possess proven backgrounds developing growth businesses,” said Michael Flannery, Managing Partner of Redwood Partners. “Kevin Bradshaw is a highly-regarded industry leader and we look forward to continuing our work together.”

Redwood Partners works closely with leading investment banks, venture capital & private equity firms, and corporations to help source opportunities. Kevin has built a number of companies at the leading edge of innovation in the digital media sector, raising more than \$100M of venture capital across the various ventures; including i-play (Digital Bridges), PlayPhone, Lime Wire and Blaze Media.

Additionally, Kevin has played key leadership roles on management teams which have consistently delivered market-dominating results despite rapidly fluctuating market and organizational conditions. The companies he has led pioneered the development of a number of ground-breaking content delivery platforms; and they have created original and new format entertainment for some world’s most successful IP franchises, including EA Sports Tiger Woods Golf™, EA Sports FIFA Soccer™, and Tamagotchi™.

***About Redwood Partners – International Advisory Firm:***

Based in New York and London and serving clients worldwide, Redwood Partners ([www.redwoodpartners.com](http://www.redwoodpartners.com)) is the leading international executive search firm for emerging mobile, internet and digital media companies. Redwood Partners understands that placing the best talent, forming strategic alliances, supporting seed & angel rounds of financing and developing new revenue streams are inextricably linked to client success. Working as a partner to high-growth companies and securing venture funding, Redwood leverages industry knowledge, relationships with world-class organizations and talent to execute quickly and effectively.

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