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**REDWOOD PARTNERS & FOUNDERS CLUB PARTNER TO  
SUPPORT START-UP COMMUNITY OF NYC****Redwood Partners Serves as Lead Sponsor  
Convening Digital Media Thought Leaders**

**New York, NY, December 1, 2008** – Founders Club, designed to serve as the chamber of commerce for digital media in New York City, and Redwood Partners, the leading executive search firm for emerging mobile, internet and digital media companies, announced today a partnership to support NYC’s star-up community.

The Founder’s Club is a selection of companies, venture capitalists and entrepreneurs in the greater New York business community that display extraordinary innovation and leadership in their industry, and beyond.

“Founders Club is thrilled to have Redwood as a strategic partner,” said Dina Kaplan, Executive Director of Founders Club. “We share a goal of supporting and promoting a prosperous start-up community in New York, so it’s a great match. And we’re proud to work with a firm that sets such a high standard for matching top companies with talented individuals. It’s a special bonus that Redwood is based out of New York, so we are truly ‘partners’ when it comes to fostering a strong tech and digital media community in Silicon Alley.”

“Redwood Partners was founded in New York City [in 1994] and has been fortunate to play a pivotal role in helping to identify, grow and incubate some of the City’s most significant success stories. Like Founders Club, Redwood Partners shares a mission to provide a community for emerging and established entrepreneurs, so both they and their companies can prosper in New York City.”

Attendees at recent Founders Club events include Greycroft Partners’ Alan Patricof, Google’s Chief Advertising Officer Tim Armstrong, Daily Candy founder Dany Levy, the Pilot Group’s Bob Pittman, Meetup.com founder Scott Heiferman, College Humor founders Josh Abramson and Ricky Van Veen, Tumblr founder David Karp, former Doubleclick CEO Kevin Ryan, Flickr founder Caterina Fake and Gawker’s Nick Denton.

Top digital media executives from traditional media companies attending Founders Club include NBC, CBS, ABC, Fox, MTV, Viacom, IAC, Reuters, Forbes and the Associated Press. Reporters joining Founders Club include Saul Hansell and Andrew Ross Sorkin from the New York Times, Jessica Vascellaro from the Wall Street Journal, Frank Rose from Wired and reporters from Fortune, Forbes, Fast Company, Time Magazine and CNET.

Through Founders Club events literally hundreds of deals have been struck, including a company being funded at the first-ever event in February 2007. The founders of all of the New York City-based start-ups to have been sold in the past two years attend Founders Club, including Howard Lindzon and Lindsay Campbell of Wallstrip, Laurel Touby of MediaBistro, Graham Hill of Treehugger and Joseph Varet of lx.tv.

***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.

***About The Founder's Club***

The Founders Club is a quarterly networking series designed to support and promote the start-up spirit in Silicon Alley. Several times a year Founders Club hosts an exclusive, invitation-only cocktail party. Each event is a unique opportunity for Internet founders and CEOs to connect with each other, with media executives and a select group of investors and members of the press. To learn more about The Founder's Club, please visit [www.foundersclubnyc.com](http://www.foundersclubnyc.com).

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