



**FOR IMMEDIATE RELEASE**

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

**REDWOOD PARTNERS SUPPORTING NYC'S EMERGING  
COMPANIES AND SPONSORS STARTUP 2010**

**NEW YORK, NY – MAY 20 , 2010** – Startup 2010: The Mobile Revolution is a one-day conference in NYC co-hosted by SAI and New York University's Stern School of Business, with support from sponsors including Redwood Partners.

This year's conference is focused on the explosive growth of mobile. Here in New York City and throughout the world, new companies are leveraging the power of crowd-sourcing and application portability to harness the power of social capital. It's creating hundreds of thousands of new applications that are changing the way we interact, shop, entertain ourselves, and communicate.

On May 20 at the NYU Stern School Auditorium, in NYC the day will start with an interview with Dennis Crowley, CEO of Foursquare, one of the hottest companies in the world right now. And later attendees will be joined by Bob Bowman of Major League Baseball, Justin Shaffer of Hot Potato, Eric Litman of Medialets, Nick Denton of Gawker Media, and other titans of the emerging mobile world.

“Redwood is firmly behind the start-up community in NYC and has been since our own start-up right here in 1994. We’re thankful for the partnership with Silicon Alley Insider and look forward to our participation at Startup 2010,” said Kailah Matyas, Managing Partner of Redwood Partners and event co-sponsor.

VC partners including—Joel Cutler of General Catalyst, David Pakman of Venrock, Amish Jani of FirstMark, Stuart Ellman of RRE, Habib Kairouz of Rho, and Laura Sachar of Starvest—will discuss the hottest companies in their portfolios, along with the key factors that made them say "Yes" to entrepreneurs instead of the vastly more common "No" heard by the majority of companies. Scott Galloway of NYU and Firebrand Partners will oversee the judging process.

***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 Business Insider and Silicon Alley Insider***

Business Insider is a new business site with deep financial, entertainment, green tech and digital industry verticals. The flagship vertical, Silicon Alley Insider, launched on July 19, 2007, led by DoubleClick founders Dwight Merriman and Kevin Ryan and former top-ranked Wall Street analyst Henry Blodget.

One year after launch, many more verticals joined Silicon Alley Insider, from Clusterstock to Law Review, The Wire, and more. The verticals have been relaunched under one brand to focus on building the leading online business news site for the digital age. There are no subscription fees or production delays. Business Insider is dedicated to aggregating, reporting, and analyzing the top news stories across the web and delivering them to you at rapid-fire pace.

Currently, Business Insider has 3MM monthly uniques and 30MM page views and is growing exponentially.

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