



For Release

21Ventures Plans To Invest an Additional \$20 million in Israeli Companies in 2008

21Ventures targets Israeli companies for all future investments.

New York, New York, August 15, 2007 --- 21Ventures, a US investment company comprised of American financiers, announced today formal plans to invest an additional US \$20 million in Israeli technology companies in 2008.

Since its founding in 2004, 21Ventures has allocated \$36 million to seed and early stage investments, mainly in the physical security, clean energy and mobile software sectors. The \$20 million announced today is earmarked exclusively for Israeli based companies and will add to the \$16 million 21Ventures previously invested in Israeli interests. Sixty percent of the new funds will be allocated to existing investments and 40% to new opportunities. Investments will range from \$250 thousand to \$2 million per company.

"There is a clear and vast unmet need for seed and early stage investment in promising Israeli start-up companies. Our mandate is to fill the gap between monies awarded by the Chief Scientist of Israel and the financing disseminated by VC and equity capital firms after a company has graduated to late stage status. We believe that the potential of this market is so strong that going forward, we will invest only in young Israeli start ups," said 21Ventures Managing Partner, Mr. David Anthony.

21Ventures is structured in a novel way. Investors are presented with opportunities on a case by case basis and determine how much, if at all, they would like to invest in a particular prospect. 21Ventures does not take a management fee.

"We are similar to an angel network, but with the added value of a team of five professionals working with you. Our model has proven attractive for family offices and high net-worth individuals. This has been demonstrated by the significant increase in our investor base as well as in our investment commitment in the last three and one half years since our founding. In January 2004, we started with \$4 million from three different investors. Today, we stand at \$36 million invested by 35 investors," said Mr. Anthony.

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21Ventures recently invested the first tranche of its anticipated \$4 million investment in Israeli security company Hadas. Hadas specializes in perimeter security solutions for gas and oil pipelines as well as underground and surface infrastructures. It does so through an advanced electronic signal processing system that detects irregular activity in the vicinity of the protected facility in real time, and relays a precise warning on the nature and location of the activity to a control center. Other 21Ventures investments include BioPetroClean, Agent Video Intelligence Inc. and Orion Solar Ltd.

"I just returned from a trip to Israel where I met with the management of the companies where we have investments as well as with several of our investors who also happened to be visiting Israel. The trip both confirmed and validated our conviction that Israel offers a wonderful array of lucrative possibilities on which our investors are keen to capitalize. Based on the numbers, we are anticipating returns of 7 to 10 X over a four to nine year cycle per investment," said Mr. Anthony.

For more information about 21Ventures, please visit www.21ventures.net . To schedule an interview with Managing Partner Mr. David Anthony, please contact media liaison Marjie Hadad at +972-54-536-5220; at US number [\(646\) 335-0269](tel:+16463350269) or e-mail: marjie@netvision.net.il .