



SILVERWOOD PARTNERS

***SILVERWOOD PARTNERS ADDS SENIOR MEDIA TECHNOLOGY EXECUTIVE TO TEAM –  
MARK HILL JOINS FIRM AS INDUSTRY ADVISOR***

**SHERBORN, MA – November 19, 2008** – Silverwood Partners, a specialized digital media technology investment banking firm, announced that Mark Hill has joined the firm as an Industry Advisor focused on the media technology sector.

Mr. Hill has over 20 years of experience with large public companies, early stage start-ups, and pre-IPO companies. Mr. Hill, with his consulting firm, Digital Strategies, continues to be involved with numerous companies with business objectives centered on driving internet-based services for education, entertainment, eCommerce, and/or advertising for both business and consumer-based models.

Mr. Hill has worked in various business development, sales, and corporate development roles with Fortune 1000 companies including Dominos Pizza, GE, and Siemens. He began working with early stage, pre-IPO, and Internet start-up companies beginning in 1998, initially with B2B eCommerce company, Neoforma. While at Neoforma, Mr. Hill was part of a team that led the company to a successful IPO.

“Mark Hill has a successful track record of working with or advising leading companies in their e-commerce or Internet strategies. Mark has specialized in key account management and has a great ability to shape marketing or business development initiatives to respond to the rapidly changing dynamics of generating tangible, sustainable revenue. Mark has been focused more recently on the potential of the software-as-a-service (SaaS) business model as it relates to providers of media technology and services. He has a great ability to advance and close on marquee accounts which are critical in generating momentum for new sales initiatives for companies of any size,” said Jonathan Hodson-Walker, Managing Partner of Silverwood Partners.

“Silverwood Partners and the firm’s principals have a long track record of expertise in the media technology sector. Silverwood has worked for or sold companies to some of the leading companies in the business including Thomson, Sony and Avid. The consistent theme has been a deep understanding of video technology and the needs and objectives of users of video technology in the corporate, education, government and military sectors. As the use of video on the Internet continues to grow, I know Silverwood will be actively involved, facilitating industry growth through strategic M&A advice. I look forward to working with the Silverwood team,” commented Mr. Hill.

***About Silverwood Partners***

Silverwood Partners is a sector focused investment bank that provides M&A and private capital raising advisory services to information, communications, financial services, and digital imaging technology companies, and healthcare, industrial and consumer companies. Silverwood delivers acquisition, divestiture or corporate sale advisory, strategic-financial advisory and institutional financing services to companies in its targeted business sectors. For additional information, visit Silverwood’s Website at [www.silverwoodpartners.com](http://www.silverwoodpartners.com).

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Silverwood Partners Press Release  
November 19, 2008  
Page 2.

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