



# NEWS RELEASE

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**For immediate release.**

## **VC South Appoints New COO**

**ATLANTA, Ga.,** July 17, 2006 — VC South announced a key appointment to its management team today. Lee Brogden Culberson, who has successfully contributed to VC South operations for the last six years, will assume the position of Chief Operating Officer (COO). VC South is an Atlanta-based private equity firm that invests and operates "fast follower" startups in proven markets with rapid growth potential.

In this role, Culberson will focus on coordination of all operating resources. Her prime charge will be to focus on leadership benchstrength in each company that VC South operates, provide strategic support of each business, and identify new opportunities. As a start-up and business process specialist, Culberson will continue to focus on rationalizing and integrating optimal business practices.

"I'm pleased to announce a smooth and well-structured transition as we welcome Lee Culberson as COO," commented Michael Price, Managing Director of VC South. "We are confident that we will continue to capitalize on our growing market share with her expertise in our company," he added.

Culberson began her career at VCSouth in 2000, assisting in building many of its operating companies from the ground up, including human resources, operations and sales. With a Masters degree from the University of West Florida, Culberson has over ten years experience in strategy, marketing, operations, sales and B2B consulting. Prior to her time at VCSouth, Culberson served as Vice President of Operations for IntelliSoft Training Solutions. She was also Strategic Alliance Director with eTrain (Fred Pryor Seminars /CareerTrack), and Chief of Staff for the Florida Senate. Having strong ties to the Atlanta community, she was recently appointed to the Douglas County Development Authority. She is also a member of Vistage and the Direct Marketing Association.

VC South is a venture capital and private equity firm headquartered in Atlanta, Ga., with employees worldwide. Via shareholders, venture capital is invested alongside management in young, rapidly growing companies that have the potential to develop into significant economic contributors.

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