Excelsior Community College
Transforming Lives, Nurturing Global Citizens.

Office of Marketing, Media and Communications

Media Release Checklist

Date: ____

Media Item: ____

Confirmation for Release Date: _____________________________

Acceptance Criteria/Requirements	Check This Box If "YES"	Check This Box If "UNSURE"	Dean's Comments
1. The contact information, time, date, and location included at the top			
2. Dateline placed before the lead			
3. The title conveys concisely the subject of the press release			
4. First paragraph (lead) answer the "W" questions (who, what, when, where, and why)			
5. First paragraph makes readers want to read the rest of the release			
6.Main body of the release give sufficient information about the facts of the event			
7. A boilerplate is present			

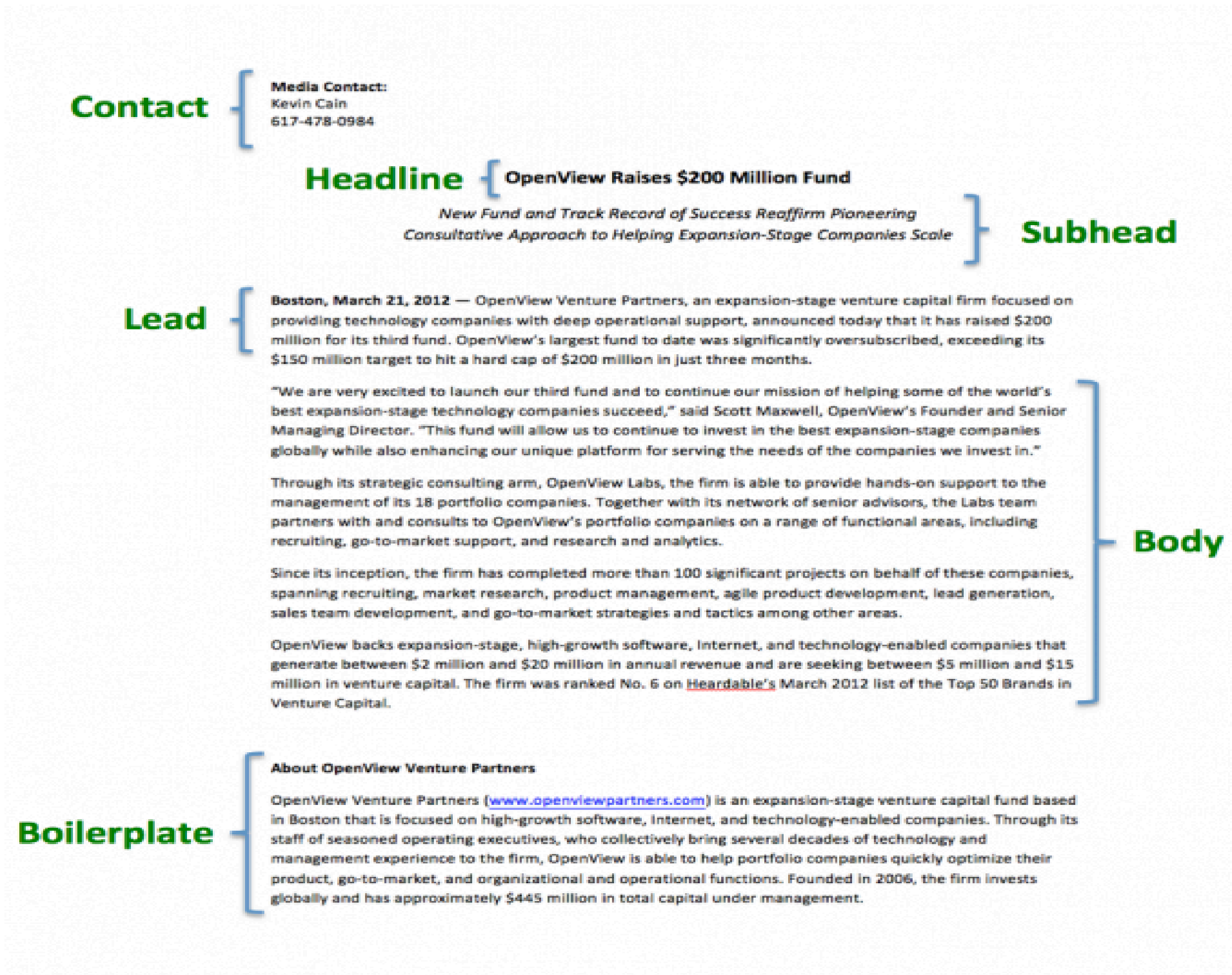
8. Language concise, without being too flowery			
9. Grammar, vocabulary, spelling, and style been checked, necessary changes made			
10. The release is newsworthy			
11. Purpose of the item is being accomplished by the release			
12. Audio and /or audiovisual required in the release			

Approvers:

Dean: ______________________________ Date: __________________________

Principal: ____________________________ Date: __________________________

See Sample Below



Media Contact:
Kevin Cain
617-478-0984

OpenView Raises $200 Million Fund

New Fund and Track Record of Success Reaffirm Pioneering Consultative Approach to Helping Expansion-Stage Companies Scale

Boston, March 21, 2012 — OpenView Venture Partners, an expansion-stage venture capital firm focused on providing technology companies with deep operational support, announced today that it has raised $200 million for its third fund. OpenView's largest fund to date was significantly oversubscribed, exceeding its $150 million target to hit a hard cap of $200 million in just three months.

"We are very excited to launch our third fund and to continue our mission of helping some of the world's best expansion-stage technology companies succeed," said Scott Maxwell, OpenView's Founder and Senior Managing Director. "This fund will allow us to continue to invest in the best expansion-stage companies globally while also enhancing our unique platform for serving the needs of the companies we invest in."

Through its strategic consulting arm, OpenView Labs, the firm is able to provide hands-on support to the management of its 18 portfolio companies. Together with its network of senior advisors, the Labs team partners with and consults to OpenView's portfolio companies on a range of functional areas, including recruiting, go-to-market support, and research and analytics.

Since its inception, the firm has completed more than 100 significant projects on behalf of these companies, spanning recruiting, market research, product management, agile product development, lead generation, sales team development, and go-to-market strategies and tactics among other areas.

OpenView backs expansion-stage, high-growth software, Internet, and technology-enabled companies that generate between $2 million and $20 million in annual revenue and are seeking between $5 million and $15 million in venture capital. The firm was ranked No. 6 on Heardable's March 2012 list of the Top 50 Brands in Venture Capital.

About OpenView Venture Partners

OpenView Venture Partners (www.openviewpartners.com) is an expansion-stage venture capital fund based in Boston that is focused on high-growth software, Internet, and technology-enabled companies. Through its staff of seasoned operating executives, who collectively bring several decades of technology and management experience to the firm, OpenView is able to help portfolio companies quickly optimize their product, go-to-market, and organizational and operational functions. Founded in 2006, the firm invests globally and has approximately $445 million in total capital under management.