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**\*\*\*FOR IMMEDIATE RELEASE\*\*\***

## **ONSET ADDS BIOMEDICAL ENGINEERING PHD ENTREPRENEUR AS NEW ASSOCIATE**

### **Dr. Corinne Bright to Support Firm's Seed Stage Investing Focus**

**MENLO PARK, CA - FEBRUARY 11, 2010** - Today, ONSET Ventures announced that Dr. Corinne Bright, entrepreneur and biomedical engineering PhD, is joining the firm as an associate effective immediately. Dr. Bright will be working with the firm's medical technology investing team.

"Dr. Bright's background as a scientist and engineer, combined with her experience as a medical technology entrepreneur, will be an important asset to our team," said Leslie Bottorff, ONSET managing director. "We work with entrepreneurs at the earliest stages to help them formulate product development, clinical trial and regulatory strategies to reduce risks, and build viable businesses."

Before joining ONSET, Dr. Bright, 33, was vice president, research and development, for start-up Talima Therapeutics, a company developing combination drug-device products for the local treatment of diseases. At Talima, she held cross-functional responsibility, and led product development from inception through several phases of clinical trials. Prior to that, she was a Biodesign Innovation Fellow at Stanford University. Dr. Bright holds a Bachelor of Science in Engineering from Swarthmore College, and a PhD in Biomedical Engineering from Johns Hopkins University.

"Rather than going the usual route and bringing an MBA into the fold, we decided to tap the talents of someone with experience in several functional areas that are keys to success for medical technology companies, both to assist our portfolio companies and to help us assess new investment opportunities," added Rob Kuhling, ONSET managing director. "That's what's really needed when burgeoning companies are navigating the complex process of bringing a new concept through development and initial commercialization."

Some of ONSET'S emerging medical technology companies include Access Closure ([www.accessclosure.com](http://www.accessclosure.com)), Relievent Medsystems ([www.relievant.com](http://www.relievant.com)), Sadra Medical ([www.sadramedical.com](http://www.sadramedical.com)), Valeritas ([www.valeritas.com](http://www.valeritas.com)), Neuronetics ([www.neuronetics.com](http://www.neuronetics.com)) and others.

### **About Onset Ventures**

ONSET Ventures specializes in providing an ideal mix of start-up, follow-on, and intellectual capital to entrepreneurs and early-stage technology ventures, to help transform world-class ideas into sustainable and valuable businesses, through a process of "venture craftsmanship." The firm has backed over 120 companies since 1984 and now has more than \$1 billion under management.

ONSET's venture craftsmanship, refined over 26 years, includes a highly-optimized tool set for risk and capital management, and a shirt-sleeves style of active collaboration with entrepreneurs that

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leverages the firm's substantial operating experience. That collaboration frequently begins before the closing of any financing, and typically continues throughout the life of the venture. This approach, which has become the hallmark of the firm, has resulted in a franchise that not only brings successful, serial entrepreneurs back to ONSET Ventures time and again, but also attracts investors who want the increasingly rare opportunity to participate in very early stage venture investing.

ONSET Ventures focuses exclusively on information and medical technology-based start-ups, and has a long history of successful ventures in each of these sectors.

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Additional background information is available at [www.roeder-johnson.com](http://www.roeder-johnson.com).