

Yaletown Venture Partners Stakes Position in Constructive Media

Three industry leaders join board to drive continued growth of B2B social networking company behind Partnerpedia

Vancouver, Canada – July 14, 2009 – [Constructive](#), the leading provider of online partner community solutions and the company behind Partnerpedia, today announced that [Yaletown Venture Partners](#) has taken an investment position in the company. With the investment from Yaletown and three additions to Constructive’s board of directors, the company will build upon its leadership position providing companies with an online platform to maximize business through B2B social networking and channel enablement.

Joining Constructive’s board are three leading industry executives that bring extensive relationships and experience in building and financing technology companies. Constructive’s current board, which includes Haig Farris, Co-founder of Ventures West, is strengthened further with the addition of Steven Hnatiuk, Co-Founder and Partner of Yaletown Venture Partners, and Janet Wood, Senior Vice President of Customer Assurance for SAP at Business Objects. Joining as Executive Chair is Laurie Wallace, a past executive of PMC-Sierra best known as a serial entrepreneur who has launched and led two successful technology companies with targeted experience in the digital media and wireless industries.

“We’re seeing the powerful effects of consumer social networking migrate into the B2B space,” said Steven Hnatiuk general partner at Yaletown, “However, there are few viable solutions out there that are designed to address the unique requirements of businesses. Constructive is well positioned to take full advantage of this trend.”

Constructive saw the potential to maximize business through more effective partner collaboration and enablement. To satisfy the need, the company developed a free online partner community, [Partnerpedia Open Community](#), where businesses can easily manage partner profiles and content, connect with potential partners and foster existing business relationships. Building off its successful Open Community, Constructive recently launched Partnerpedia [Private Networks](#) to provide companies with a privately branded online community for their network of channel and solution partners.

“Now more than ever, businesses need to look for new ways to maximize the effectiveness of their channel and partner network,” said Mark Sochan, CEO of Constructive. “Traditional approaches to channel enablement are not enough. Companies must also employ new methods that can allow their entire partner community to operate more efficiently in order to increase business.”

For additional information on Constructive and its entire family of partner solutions, visit <http://www.constructive-media.com/>.



About Constructive

Constructive is the leading provider of online partner community solutions through its flagship offering, Partnerpedia. As a family of web-based collaborative platforms, Partnerpedia leverages the power of social networking and online media to maximize business opportunities through channels and partners. Available in a scalable model, Partnerpedia offers online community and partner enablement solutions for companies ranging from small businesses to large enterprises. To learn more about Constructive, visit www.constructive-media.com.

About Yaletown Venture Partners

Yaletown Venture Partners (www.yaletown.com) is known for its investment leadership in the most promising early stage information-technology and clean energy technology investment opportunities in Western Canada. Founded in 2001, Yaletown is backed by sophisticated institutional and private investors in Canada and the United States, and by an extensive network of successful technology entrepreneurs and executives. Vancouver-based Yaletown is currently investing from its \$100 million second fund which completed its initial closing in late 2008.

Media Contact:

Tory Klaubo Patrick

[Vantage Communications](http://www.vantagecommunications.com)

+1 202-558-9826

tklaubo@pr-vantage.com

###