



Media Release

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FOR IMMEDIATE RELEASE

Tamiami Angel Fund I invests in Fracture, Inc.

Tamiami Angel Fund I partners with the Florida Opportunity Fund on investment round

NAPLES, Fla. - (May 16, 2012) - The Tamiami Angel Fund I (TAFI) today announced its investment in Fracture, Inc., a Gainesville, Fla.-based technology company that is changing the way people print and share their digital memories.

Fracture is the second investment by TAFI, the first angel fund launched in Southwest Florida. The Fund has committed \$750,000 to Fracture, with an initial investment of \$410,000. The Fund seeded the investment with \$125,000 and the additional \$285,000 came in the form of "sidecar" funding. Sidecar funding is the optional add-on investment made by the individual members of TAFI.

In this same investment round, Fracture has received a commitment from the Florida Opportunity Fund, one of the primary State-sponsored efforts designed to generate economic growth and long-term funding for an array of strategic programs. The Florida Opportunity Fund (FOF) was established by Enterprise Florida and is managed by Florida First Partners. Florida Opportunity Fund Investment programs include its Fund-of-Funds Program, the Clean Energy Investment Program and the Florida Venture Capital Program.

At its state-of-the-art digital facility, Fracture's advanced manufacturing process takes photos uploaded to the web and prints the pictures in vivid color directly onto glass, making it simple to mount on a wall.

"In the past 10 years, the evolution of the photography industry has been one of massive transformation," says Timothy Cartwright, Chairman of the Tamiami Angel Fund and Partner at Fifth Avenue Advisors.

"With the advent of digital cameras, and the advanced picture-taking capabilities of mobile phones, the art of photography is no longer limited to waiting for the perfect shot and trying to capture it," Cartwright adds. "The art of photography has changed to snapping hundreds of shots and then sorting through them to find the perfect one. While photo taking has witnessed dramatic change, photo framing hasn't kept up – until the arrival of Fracture."

TAFI has reviewed more than 400 business plans and invited 22 companies to present to its members since its August 2010 inception. "TAFI's strategy and model for early-stage investing



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leverages an investment committee approach and a mentorship philosophy,” Cartwright says. “Our members enjoy the engagement with entrepreneurs and our portfolio companies benefit from our members shared ideas and resources.”

“Fracture started by addressing the inefficiencies in the framing process and the frustration of displaying personal photos and artwork. We came up with a better way – a more intuitive way – to get pictures off of hard drives, social networks and storage sites and actually onto their walls,” says Abhi Lokesh, CEO of Fracture. “We are delighted to join forces with TAFI and participate in an investment program to drive market penetration and greater customer adoption.”

Fracture’s innovative products have gained attention in the national marketplace. In August 2011, Fracture was spotlighted on NBC’s *Today* show in a “Gift for Any Occasion” segment by gift expert Robyn Spizman. Fracture has also been a feature in *Tech Crunch*, *Urban Daddy* and the *Photo District News*.

“The Florida Opportunity Fund was created to spur activity by venture investment funds focused on seed and early-stage Florida businesses,” says Jennifer Dunham of Florida First Partners, manager of the State program. “The investment by TAFI confirms FOF’s mission of serving as catalyst between the bright entrepreneurs in Florida and the significant amount of investment capital located in the state. This is hopefully the first of many opportunities for the Florida Opportunity Fund to partner with the Tamiami Angel Fund.”

TAFI typically invests between \$200,000 and \$500,000 in a company and is seeking quality investment opportunities. The Fund focuses on growth-oriented companies with revenue, where the principals and founders are highly committed. Entrepreneurs are encouraged to submit their business plans at the Fund’s website, www.tamiamiangels.com <<http://www.tamiamiangels.com>> .

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About the Tamiami Angel Fund I

The Tamiami Angel Fund is a for-profit, member-owned and member-managed limited liability company, organized to provide members an opportunity for active involvement in a diversified investment process through a portfolio of emerging growth companies. The Fund’s strategy is to leverage an investment committee approach and a mentorship philosophy, through which Angels, as successful executives and entrepreneurs, can be involved in business investing, value creation, and benefit from shared ideas and resources. Learn more at www.tamiamiangels.com. The Tamiami Angel Fund I is a member of the Angel Capital Association.



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