CONTACT:
Seth Mininsohn
RMR & Associates
(301) 230-0045 ext.36
smininsohn@rmr.com

The Unicorn Group adds Marc Benson as Managing Director

Venture capitalist brings his years of experience to the team

Washington, DC (February 23, 2009) – The Unicorn Group, LLC is pleased to announce that Marc F. Benson has joined the team as a Managing Director, effective February 2nd.

"We are extremely happy to have Marc aboard," said John Aggrey, Chairman and CEO of The Unicorn Group. "Marc adds a new dimension to our business, and with his broad expertise and experience in the development of early-stage and emerging growth companies, we will be able to provide services and assistance to a much larger universe of companies than at anytime in the past. We also believe that the timing is critical as accessing capital by early-stage companies is only going to get more difficult in the future."

Marc Benson is a General Partner with Mid-Atlantic Venture Funds (MAVF). He joined MAVF as a partner in 1992, and in 1996 he founded and subsequently led the office in Northern Virginia where more than fifty venture investments have been completed. Prior to that, Benson was the CEO of venture-backed Independent Products, Inc. "I am looking forward to working with John and the rest of the Unicorn team," said Benson. "I think this is a great opportunity and there is a need in the marketplace for a company that early-stage entrepreneurs can turn to with the breadth of experience that we will offer."

With any successful enterprise, it takes more than just a good idea to make it work. Assistance from The Unicorn Group once Benson is on board will include business plan and financial development, management assistance, business development resources as well as introductions to the appropriate funding sources for a specific type of business and capital requirement.

Benson's practice will be focused on clients that are in need of assistance in preparing themselves for the fundraising process, whether it is angel funding, venture capital or bank/debt funding. In his nearly twenty years of funding small and expansion stage companies Benson noted that there are so many areas where first time entrepreneurs are just not prepared for the obstacles that they will face in the fund raising process. "Our mission will be to prepare them in all facets for those critically important meetings with prospective funding sources" says Benson.

With the addition of Marc Benson, The Unicorn Group plans to build up the entire financial consulting division over the next few months. In addition, The Unicorn Group plans to become more visible in the community by sponsoring local events for

organizations such as the Mid-Atlantic Venture Association (MAVA) and the Northern Virginia Technology Council (NVTC).

About The Unicorn Group (www.useunicorn.com)

The management of The Unicorn Group brings over 50 years of collective experience and has spent over 20 years developing a process of **Executive Relationship Marketing (ERM)** patterned after the Asian principles of *Guanxi (pronounced Guan-chee).* With a personal network of over 1,200 senior executives in the United States and around the world, we screen the technology landscape to identify hard to find, best-of-breed, early stage business solutions and present them to relevant decision-makers in targeted industry verticals across corporate America to create efficiencies and optimize productivity.

###