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ELDR Media Closes \$1.25 M Seed Round

Keiretsu Forum Members Invest in Media Company for Affluent Elders

SAN FRANCISCO, CA--(Marketwire - August 7, 2008) - Keiretsu Forum, the world's largest angel investment community, announces its members' investment in ELDR Media, LLC, the Berkeley, CA-based media company that seeks to inspire the affluent elder to "live a more meaningful life, to celebrate the joys and to navigate the challenges of aging."

After presenting to all four Bay Area Keiretsu Forum chapters, ELDR Media, LLC closed its seed round after raising \$1.25 million. Keiretsu Forum members staked the round with \$175,000 in funding, which will enable ELDR Media to hire a Head of Sales, grow circulation, build out its online community, and increase its operating capital.

"The Keiretsu Forum process is extremely well-organized," said ELDR Media Founder and CEO Chad Lewis. "The percentage of active investors in the membership is high, the networking opportunities are great, the feedback is rapid, and the staff driving the process is excellent."

Keiretsu Forum offers a structured approach to private equity investing by providing a forum for like-minded business leaders to work together and assess investment opportunities and then make individual investment decisions.

About Keiretsu Forum

With 17 chapters and over 750 accredited investor members on three continents, Keiretsu Forum (www.keiretsuforum.com) is the world's largest angel investment network. Keiretsu Forum members provide early-stage capital in the range of \$250k-\$2 million to high quality, diverse investment opportunities and collaborate in the due diligence, but make their own individual investment decisions.

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