

April 2, 2007



## **Hercules Provides \$8 Million to Waterfront Media -- A privately held online health media company**

PALO ALTO, Calif.--(BUSINESS WIRE)--

Hercules Technology Growth Capital, Inc. (NASDAQ: HTGC), a leading specialty finance company providing growth capital to venture capital backed technology and life science companies, today announced that on March 23, 2007 it provided \$8 million of venture debt financing to New York based Waterfront Media.

Waterfront Media, founded by Benjamin Wolin and Michael Keriakos in 2002, is the largest privately-held, online health media company. Through its Everyday Health network of health, diet, fitness and pregnancy websites, including its flagship Everydayhealth.com, the Company ranks third in unique visitors among commercially supported health-related websites, behind WebMD and MSN Health. In February 2007, the Company's sites generated 6.8 million unique visitors and over 200 million advertising impressions.

"Hercules recognized the growth potential for Waterfront Media based on the company's positive relationships with high-profile authors and success rate in driving consumers to its web sites," commented Roy Liu, managing director at Hercules Technology Growth Capital.

Since launching its first website in January 2003, Waterfront Media has registered over 22 million users and provides advertisers with the ability to serve targeted advertisements to these users based on over 20 different health and demographic characteristics. The Company's branded content and tools, created from exclusive relationships with leading health and wellness experts, enable consumers, who are increasingly adopting the Internet for health decisions, to find authoritative and credible health information and to make the positive behavioral changes necessary to live healthier lives. Waterfront Media has partnered with many bestselling health experts, including Dr. Arthur Agatston, cardiologist and author of the South Beach Diet, Heidi Murkoff, author of What to Expect When You're Expecting, and popular fitness television personality and author, Denise Austin.

The company is backed by a number of leading industry investors including BEV Partners, Neocarta Ventures, Rho Ventures, Time Warner Ventures, and Village Ventures, Inc.

"We are continuously expanding our business and require additional resources to grow and market the Everyday Health network," added Benjamin Wolin, co-founder and CEO of Waterfront Media. "Hercules' structured debt financing provides Waterfront the right funding at the right time."

About Hercules Technology Growth Capital, Inc.:

Founded in December 2003, Hercules Technology Growth Capital, Inc. is a NASDAQ traded specialty finance company providing debt and equity growth capital to technology-related companies at all stages of development. The Company primarily finances privately-held companies backed by leading venture capital and private equity firms and also may finance certain publicly-traded companies. Hercules' strategy is to evaluate and invest in a broad range of ventures active in technology and life science industries and to offer a full suite of growth capital products up and down the capital structure to prospective clients ranging from early-stage growth to expansion stage companies. The Company's investments are originated through its principal office located in Silicon Valley, as well as additional offices in the Boston, Boulder and Chicago areas. Providing capital to publicly-traded or privately-held companies backed by leading venture capital and private equity firms involves a high degree of credit risk and may result in potential losses of capital.

For more information, please visit [www.HTGC.com](http://www.HTGC.com). Companies interested in learning more about financing opportunities should contact [info@HTGC.com](mailto:info@HTGC.com), or call 650.289.3060.

#### About Waterfront Media

Waterfront Media is the premier publisher of health information on-line. With the Internet at the core of its publishing platform, Waterfront Media connects America's best self-help experts with millions of people looking to improve their lives through advice, tools and online communities. For more information, contact Steven Petrow, Waterfront Media at 718.249-2863 or [spetrow@waterfrontmedia.com](mailto:spetrow@waterfrontmedia.com).

#### Forward-Looking Statements:

The statements contained in this release that are not purely historical are forward-looking statements. These forward-looking statements are not guarantees of future performance and are subject to uncertainties and other factors that could cause actual results to differ materially from those expressed in the forward-looking statements including, without limitation, the risks, uncertainties and other factors we identify from time to time in our filings with the Securities and Exchange Commission. Although we believe that the assumptions on which these forward-looking statements are reasonable, any of those assumptions could prove to be inaccurate and, as a result, the forward-looking statements based on those assumptions also could be incorrect. You should not place undue reliance on these forward-looking statements. The forward-looking statements contained in this release are made as of the date hereof, and Hercules assumes no obligation to update the forward-looking statements for subsequent events.

Source: Hercules Technology Growth Capital, Inc.