



## **MK CAPITAL NAMES DIGITAL MEDIA PIONEER YAIR LANDAU AS NEW PARTNER**

### ***News Comes as MK Capital Expands Los Angeles Office***

**(Los Angeles, CA) – May 18, 2010 – [MK Capital](#)**, a next generation venture capital firm with a focus on the digital media sector, today announced the expansion of its Los Angeles office with the naming of former Vice Chairman of Sony Pictures Entertainment, Yair Landau as the Firm's new partner. Under Landau's direction, MK Capital will pursue investment opportunities with particular emphasis in the digital media, digital production and gaming categories.

With the expansion of the Los Angeles office, where MK Capital Partner, Mark Terbeek is also based, the Firm advances its well established track record of building value in emerging digital media and gaming companies. The addition of Landau to the MK Capital team only further reinforces its successes, as he will leverage his unrivaled digital media and entertainment industry experience and relationships, along with his early background as an investment banker, in support of the Firm's venture portfolio.

"The expansion of our LA office and addition of Yair to the MK Capital team mark two very exciting milestones for the Firm," said Mark Koulogeorge, MK Capital Managing General Partner.

"We're committed to building growth with innovative digital entrepreneurs," added Terbeek. "Expanding our LA presence with Yair's deep gaming and digital media operating expertise allows us to take that directive to the next level."

"Having had the opportunity to work with the MK Capital team for many years, I've been impressed with their investments and approach," added Landau. "The Firm's track record speaks for itself and joining MK Capital as a partner is a natural fit as I pursue a path in venture investing."

Prior to joining MK Capital, Landau served as Vice Chairman of Sony Pictures Entertainment and President of Sony Pictures Digital, which he formed in 1999 and consisted of Sony Pictures Imageworks, Sony Pictures Animation and Sony Online Entertainment. As head of corporate development for Sony Pictures, Landau was responsible for securing the underlying rights to the SPIDERMAN franchise, as well as launching Movielink, the 5-studio movie download service. Under Landau's direction, Sony Pictures Imageworks developed into a leading digital animation and visual effects company. Yair also formed and managed Sony Pictures Animation, a full-scale animation unit producing full-length CG animated feature films. As well, Landau guided Sony Online Entertainment into a worldwide leader in massively multiplayer online games before it was transitioned under Sony Playstation following his departure. As an active entrepreneur, Landau is the president and founder of Mass Animation, the leading online animation studio collaboratively producing entertaining digital content.

As well as MK Capital's investment in [Machinima](#), the #1 channel on YouTube for which Landau sits on the board, and [Generate](#), an integrated content creator, MK Capital's portfolio company, [Multicast Media Technologies](#) was most recently sold to KIT Digital.

In addition to the Los Angeles office, MK Capital has its offices in Chicago. For more information on MK Capital and their portfolio of current investments, please visit [www.MKCapital.com](http://www.MKCapital.com).

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**About MK Capital**

MK Capital ([www.MKCapital.com](http://www.MKCapital.com)) is an established venture capital firm with offices in Chicago and Los Angeles. The Firm offers multi-stage growth equity and venture capital to companies in the following sectors: Digital Media, Data Center Automation, Software and Education Technology. As a member of the MK Capital portfolio, companies have access to an experienced partner with extensive operating experience. MK Capital plays a significant role with its portfolio companies, collaborating on strategy, operations, and technology as active members of the companies' boards, leveraging insights from a strong understanding of industry sectors to help their portfolio companies grow.