

Edgar Filing: NETFLIX INC - Form SC 13G

NETFLIX INC  
Form SC 13G  
February 04, 2003

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OMB APPROVAL  
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OMB Number: 3235-0145  
Expires: December 31, 2005  
Estimated average burden  
hours per response.....11  
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UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

Schedule 13G  
(Rule 13d-102)

INFORMATION TO BE INCLUDED IN STATEMENTS FILED PURSUANT TO RULES 13d-1 (b),  
(c) AND (d) AND AMENDMENTS THERETO FILED PURSUANT TO 13d-2 (b)

Netflix, Inc.

-----  
(Name of Issuer)

Common Stock

-----  
(Title of Class of Securities)

64110L 10 6

-----  
(CUSIP Number)

December 31, 2002

-----  
(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

- Rule 13d-1(b)
- Rule 13d-1(c)
- Rule 13d-1(d)

\*The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

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CUSIP NO. 64110L 10 6  
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Page 2  
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-----  
1           NAME OF REPORTING PERSON  
            I.R.S. IDENTIFICATION NO. OF ABOVE PERSONS (ENTITIES ONLY)  
  
            Institutional Venture Partners VIII, L.P.  
-----

2           CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP  
-----

3           SEC USE ONLY  
-----

4           CITIZENSHIP OR PLACE OF ORGANIZATION  
  
            California  
-----

NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH	5	SOLE VOTING POWER 1,106,336
---	---	--------------------------------

6           SHARED VOTING POWER  
None  
-----

7           SOLE DISPOSITIVE POWER  
1,106,336  
-----

8           SHARED DISPOSITIVE POWER  
None  
-----

9           AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH  
REPORTING PERSON  
-----

10          CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9)  
EXCLUDES CERTAIN SHARES (See Instructions)  
-----

11          PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9  
-----

12          TYPE OF REPORTING PERSON  
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-----  
1           NAME OF REPORTING PERSON  
            I.R.S. IDENTIFICATION NO. OF ABOVE PERSONS (ENTITIES ONLY)  
  
            IVM Investment Fund VIII, LLC  
-----

2           CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP  
-----

3           SEC USE ONLY  
-----

4           CITIZENSHIP OR PLACE OF ORGANIZATION  
  
            California  
-----

NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH	5	SOLE VOTING POWER 18,837
---	---	-----------------------------

6           SHARED VOTING POWER  
None

7           SOLE DISPOSITIVE POWER  
18,837

8           SHARED DISPOSITIVE POWER  
None

9           AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH  
REPORTING PERSON  
-----

10          CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9)  
EXCLUDES CERTAIN SHARES (See Instructions)  
-----

11          PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9  
-----

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12 TYPE OF REPORTING PERSON

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CUSIP NO. 64110L 10 6  
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1 NAME OF REPORTING PERSON  
I.R.S. IDENTIFICATION NO. OF ABOVE PERSONS (ENTITIES ONLY)

IVM Investment Fund VIII-A, LLC  
-----

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP  
-----

3 SEC USE ONLY  
-----

4 CITIZENSHIP OR PLACE OF ORGANIZATION

California  
-----

NUMBER OF  
SHARES  
BENEFICIALLY  
OWNED BY EACH  
REPORTING  
PERSON  
WITH

5

SOLE VOTING POWER  
None

6

SHARED VOTING POWER  
None

7

SOLE DISPOSITIVE POWER  
None

8

SHARED DISPOSITIVE POWER  
None  
-----

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH  
REPORTING PERSON  
-----

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9)  
EXCLUDES CERTAIN SHARES (See Instructions)  
-----

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

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12 TYPE OF REPORTING PERSON

CUSIP NO. 64110L 10 6

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1 NAME OF REPORTING PERSON  
I.R.S. IDENTIFICATION NO. OF ABOVE PERSONS (ENTITIES ONLY)  
  
IVP Founders Fund I, L.P.

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION  
  
California

NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH	5	SOLE VOTING POWER 12,191
---	---	-----------------------------

6	SHARED VOTING POWER None
---	-----------------------------

7	SOLE DISPOSITIVE POWER 12,191
---	----------------------------------

8	SHARED DISPOSITIVE POWER None
---	----------------------------------

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH  
REPORTING PERSON

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9)  
EXCLUDES CERTAIN SHARES (See Instructions)

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11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

12 TYPE OF REPORTING PERSON

CUSIP NO. 64110L 10 6

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Page 6

1 NAME OF REPORTING PERSON  
I.R.S. IDENTIFICATION NO. OF ABOVE PERSONS (ENTITIES ONLY)

Samuel D. Colella

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

United States

NUMBER OF  
SHARES  
BENEFICIALLY  
OWNED BY EACH  
REPORTING  
PERSON  
WITH

5

SOLE VOTING POWER  
2,008

6

SHARED VOTING POWER  
1,138,735

7

SOLE DISPOSITIVE POWER  
2,008

8

SHARED DISPOSITIVE POWER  
1,138,735

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH  
REPORTING PERSON

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10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9)  
EXCLUDES CERTAIN SHARES (See Instructions)

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

12 TYPE OF REPORTING PERSON

CUSIP NO. 64110L 10 6

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Page 7

1 NAME OF REPORTING PERSON  
I.R.S. IDENTIFICATION NO. OF ABOVE PERSONS (ENTITIES ONLY)  
  
Reid W. Dennis

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION  
  
United States

NUMBER OF  
SHARES  
BENEFICIALLY  
OWNED BY EACH  
REPORTING  
PERSON  
WITH

5

SOLE VOTING POWER  
None

6

SHARED VOTING POWER  
1,137,364

7

SOLE DISPOSITIVE POWER  
None

8

SHARED DISPOSITIVE POWER  
1,137,364

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9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES (See Instructions)

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

12 TYPE OF REPORTING PERSON

CUSIP NO. 64110L 10 6

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1 NAME OF REPORTING PERSON  
I.R.S. IDENTIFICATION NO. OF ABOVE PERSONS (ENTITIES ONLY)

R. Thomas Dyal

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

United States

NUMBER OF  
SHARES  
BENEFICIALLY  
OWNED BY EACH  
REPORTING  
PERSON  
WITH

5

SOLE VOTING POWER  
None

6

SHARED VOTING POWER  
1,125,173

7

SOLE DISPOSITIVE POWER  
None

8

SHARED DISPOSITIVE POWER



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1,125,173

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES (See Instructions)

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

12 TYPE OF REPORTING PERSON

CUSIP NO. 64110L 10 6

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Page 9

1 NAME OF REPORTING PERSON  
I.R.S. IDENTIFICATION NO. OF ABOVE PERSONS (ENTITIES ONLY)

Timothy M. Haley

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

United States

NUMBER OF  
SHARES  
BENEFICIALLY  
OWNED BY EACH  
REPORTING  
PERSON  
WITH

5

SOLE VOTING POWER  
581

6

SHARED VOTING POWER  
1,125,173

7

SOLE DISPOSITIVE POWER  
581

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8 SHARED DISPOSITIVE POWER  
1,125,173

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH  
REPORTING PERSON

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9)  
EXCLUDES CERTAIN SHARES (See Instructions)

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

12 TYPE OF REPORTING PERSON

CUSIP NO. 64110L 10 6

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Page 1

1 NAME OF REPORTING PERSON  
I.R.S. IDENTIFICATION NO. OF ABOVE PERSONS (ENTITIES ONLY)

Ruthann Quindlen

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

United States

NUMBER OF  
SHARES  
BENEFICIALLY  
OWNED BY EACH  
REPORTING  
PERSON  
WITH

5 SOLE VOTING POWER  
None

6 SHARED VOTING POWER  
1,137,364

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7 SOLE DISPOSITIVE POWER  
None

8 SHARED DISPOSITIVE POWER  
1,137,364

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH  
REPORTING PERSON

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9)  
EXCLUDES CERTAIN SHARES (See Instructions)

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

12 TYPE OF REPORTING PERSON

CUSIP NO. 64110L 10 6

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Page 1

1 NAME OF REPORTING PERSON  
I.R.S. IDENTIFICATION NO. OF ABOVE PERSONS (ENTITIES ONLY)

Rebecca B. Robertson

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

United States

NUMBER OF  
SHARES  
BENEFICIALLY  
OWNED BY EACH  
REPORTING  
PERSON  
WITH

5 SOLE VOTING POWER  
None

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6 SHARED VOTING POWER  
1,125,173

7 SOLE DISPOSITIVE POWER  
None

8 SHARED DISPOSITIVE POWER  
1,125,173

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH  
REPORTING PERSON

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9)  
EXCLUDES CERTAIN SHARES (See Instructions)

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

12 TYPE OF REPORTING PERSON

CUSIP NO. 64110L 10 6

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Page 1

1 NAME OF REPORTING PERSON  
I.R.S. IDENTIFICATION NO. OF ABOVE PERSONS (ENTITIES ONLY)

L. James Strand

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

United States

NUMBER OF  
SHARES  
BENEFICIALLY  
OWNED BY EACH  
REPORTING

5 SOLE VOTING POWER  
None

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PERSON  
WITH

6 SHARED VOTING POWER  
1,137,364

7 SOLE DISPOSITIVE POWER  
None

8 SHARED DISPOSITIVE POWER  
1,137,364

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH  
REPORTING PERSON

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9)  
EXCLUDES CERTAIN SHARES (See Instructions)

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

12 TYPE OF REPORTING PERSON

CUSIP NO. 64110L 10 6

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Page 1

1 NAME OF REPORTING PERSON  
I.R.S. IDENTIFICATION NO. OF ABOVE PERSONS (ENTITIES ONLY)

William P. Tai

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

United States

NUMBER OF  
SHARES

5

SOLE VOTING POWER

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BENEFICIALLY  
OWNED BY EACH  
REPORTING  
PERSON  
WITH

None

6 SHARED VOTING POWER  
1,125,173

7 SOLE DISPOSITIVE POWER  
None

8 SHARED DISPOSITIVE POWER  
1,125,173

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH  
REPORTING PERSON

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9)  
EXCLUDES CERTAIN SHARES (See Instructions)

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

12 TYPE OF REPORTING PERSON

CUSIP NO. 64110L 10 6

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Page 1

1 NAME OF REPORTING PERSON  
I.R.S. IDENTIFICATION NO. OF ABOVE PERSONS (ENTITIES ONLY)

T. Peter Thomas

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

United States

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	NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH	5	SOLE VOTING POWER 1,962
		6	SHARED VOTING POWER 1,137,364
		7	SOLE DISPOSITIVE POWER 1,962
		8	SHARED DISPOSITIVE POWER 1,137,364

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH  
REPORTING PERSON

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9)  
EXCLUDES CERTAIN SHARES (See Instructions)

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

12 TYPE OF REPORTING PERSON

CUSIP NO. 64110L 10 6

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Page 1

1 NAME OF REPORTING PERSON  
I.R.S. IDENTIFICATION NO. OF ABOVE PERSONS (ENTITIES ONLY)  
  
Geoffrey Y. Yang

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP

3 SEC USE ONLY

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4 CITIZENSHIP OR PLACE OF ORGANIZATION

United States

NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH		
5	SOLE VOTING POWER	2,936
6	SHARED VOTING POWER	1,137,364
7	SOLE DISPOSITIVE POWER	2,936
8	SHARED DISPOSITIVE POWER	1,137,364

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES (See Instructions)

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

12 TYPE OF REPORTING PERSON

Item 1.

(a) Name of Issuer: Netflix, Inc.

(b) Address of Issuer's Principal Executive Offices:  
970 University Avenue, Los Gatos, CA 95032

Item 2.

(a) Name of Persons Filing:  
 Institutional Venture Partners VIII, L.P. ("IVP")  
 IVM Investment Fund VIII, LLC ("IF")  
 IVM Investment Fund VIII-A, LLC ("IFA")  
 IVP Founders Fund I, L.P. ("FFI")  
 Samuel D. Colella ("SDC")  
 Reid W. Dennis ("RWD")  
 R. Thomas Dyal ("RTD")  
 Timothy M. Haley ("TMH")  
 Ruthann Quindlen ("RAQ")  
 Rebecca B. Robertson ("RBR")  
 L. James Strand ("LJS")



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William P. Tai ("WPT")  
T. Peter Thomas ("TPT")  
Geoffrey Y. Yang ("GY")

Institutional Venture Management VIII, LLC ("IVM") is the General Partner of IVP and the Manager of IIF and IIFA. SDC, RWD, RTD, TMH, RAQ, RBR, LJS, WPT, TPT, & GY are Managing Directors of IVM. SDC, RWD, RAQ, LJS, TPT and GY are General Partners of the General Partner of FFI.

(b) Address of Principal Business Office or, if None, Residence:  
3000 Sand Hill Road  
Building 2, Suite 290  
Menlo Park, CA 94025

(c) Citizenship:  
IVP, IF, IFA and FFI: California  
SDC, RWD, RTD, TMH, RAQ, RBR, LJS, WPT, TPT, & GY:  
United States

(d) Title of Class of Securities:  
Common Stock

(e) CUSIP Number: 64110L 10 6

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Item 3. If this statement is filed pursuant to Rules 13d-1(b), or 13d-2(b), check whether the person filing is a:

Not applicable

Item 4. Ownership

See Rows 5 through 11 of cover pages

Item 5. Ownership of Five Percent or Less of a Class

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following |\_|.

Item 6. Ownership of More than Five Percent on Behalf of Another Person

Under certain circumstances set forth in IVP and IVM's Limited Partnership Agreements, the General Partners and Limited Partners of each of such funds have the right to receive dividends from, or the proceeds from the sale of, the Common Stock of Issuer owned by each such fund.

Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on by the Parent Holding Company

Not applicable

Item 8. Identification and Classification of Members of the Group

Not applicable

Item 9. Notice of Dissolution of Group

Not applicable

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Item 10. Certification

[The following certification shall be included if the statement is filed pursuant to Rule 13d-1(c):]

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By signing below I certify that, to the best of my knowledge and belief, the securities referral to above were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect.

[EXHIBITS]

[A: Joint Filing Statement]

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SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Date: January 27, 2003

INSTITUTIONAL VENTURE PARTNERS VIII, L.P.  
By its General Partner, Institutional Venture Management VIII, LLC

IVM INVESTMENT FUND VIII, LLC  
By its Manager, Institutional Venture Management VIII, LLC

IVM INVESTMENT FUND VIII-A, LLC  
By its Manager, Institutional Venture Management VIII, LLC

IVP FOUNDERS FUND I, L.P.  
By its General Partner, Institutional Venture Management VI, L.P.

-----  
Timothy M. Haley, Managing Director & General Partner

-----  
Samuel D. Colella

-----  
Reid W. Dennis

-----  
R. Thomas Dyal

-----  
Timothy M. Haley

-----  
Ruthann Quindlen

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-----  
Rebecca B. Robertson

-----  
L. James Strand

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-----  
William P. Tai

-----  
T. Peter Thomas

-----  
Geoffrey Y. Yang

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Exhibit A

JOINT FILING STATEMENT

Pursuant to Rule 13d-1(f)(1), we, the undersigned, hereby express our agreement that the attached Schedule 13G is filed on behalf of each of us.

Date: January 27, 2003

INSTITUTIONAL VENTURE PARTNERS VIII, L.P.

By its General Partner, Institutional Venture Management VIII, LLC

IVM INVESTMENT FUND VIII, LLC

By its Manager, Institutional Venture Management VIII, LLC

IVM INVESTMENT FUND VIII-A, LLC

By its Manager, Institutional Venture Management VIII, LLC

IVP FOUNDERS FUND I, L.P.

By its General Partner, Institutional Venture Management VI, L.P.

-----  
Timothy M. Haley, Managing Director & General Partner

-----  
Samuel D. Colella

-----  
Reid W. Dennis

-----  
R. Thomas Dyal

-----  
Timothy M. Haley

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-----  
Ruthann Quindlen

-----  
Rebecca B. Robertson

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L. James Strand

-----  
William P. Tai

-----  
T. Peter Thomas

-----  
Geoffrey Y. Yang

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