

Petsky Prunier Advises FreshAddress on its Strategic Investment from TZP Growth Partners

March 8, 2018 (New York, NY) – Petsky Prunier is pleased to announce it has advised FreshAddress, Inc., the leader in email marketing database services, on its strategic investment from TZP Growth Partners, a private equity fund focused on growing business and consumer services companies.



“The entire Petsky Prunier team was incredible to work with throughout every step of our process. From selecting and reaching out to our target investors, preparing our marketing materials and presentations, eliciting and negotiating our offers, and advising on the transaction documents, we can’t imagine that any other investment bank could, or would, ever provide the expert counsel, 24x7 attention, and care our Petsky Prunier team provided to us. Amazing and impressive!”
Bill Kaplan, CEO, FreshAddress

FreshAddress is an email marketing intelligence company that helps businesses clean, correct, grow, and leverage their email lists for maximum return on their investment. Founded in 1999, FreshAddress has evolved from a free Email Change of Address (ECO) website operated out of its founder's kitchen into an email marketing industry powerhouse with thousands of clients, including 25% of the Fortune 100 and many of America's leading nonprofits. Service offerings include the industry-leading, patented ECOA service, SafeToSend® Email Validation, and a full suite of appending services.

“TZP’s investment accelerates our ability to invest in technology, human capital, and systems as well as expand the breadth of services we offer to our customers,” said Bill Kaplan, CEO. Austin Bliss, President, commented, “We are highly impressed with TZP’s commitment to serving as a “Partner of Choice” and maintaining a Code of Values that mirrors and supports the mission and vision of our company. We look forward to a great long term partnership with TZP Growth.”

TZP Group, a private equity firm with assets under management of more than \$1.3 billion across its family of funds, is focused on investments in business and consumer services companies.



Petsky Prunier, with a team led by Seth Rosenfield, Michael Petsky, and Anil Kuruganti, served as exclusive financial advisor to FreshAddress.

About Petsky Prunier LLC

Petsky Prunier is one of the leading investment banks to the technology, media, marketing, information, eCommerce, and healthcare industries. Our firm's merger and acquisition and private placement advisory services reflect a unique blend of product specialization and industry expertise. Together with strategic consulting firm Winterberry Group, a Petsky Prunier company, our organization represents one of the largest industry-specific advisors providing strategic and transactional services. We offer global reach supplemented through our partnerships in China and India. Securities transactions are processed through Petsky Prunier Securities LLC, a member of FINRA, and an affiliated entity.

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