

PetskyPrunier

INVESTMENT BANKERS

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Petsky Prunier Advises Alloy on its sale of On Campus Marketing to Dominus Capital

May 12, 2011 (New York, NY) – Petsky Prunier is pleased to announce it has advised Alloy, Inc., on the divestiture of its On Campus Marketing division to Dominus Capital.

alloy media+marketing®

has sold

on campus
marketing

a premier provider of affinity programs
for universities and colleges

to

DOMINUSCAPITAL

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On Campus Marketing is one of the largest providers of affinity programs for universities and colleges across the United States. The company utilizes university-branded direct marketing targeted at the parents of college students to sell a diverse group of products and services, including staples such as custom-sized linens, personalized diploma frames, and care packages. The company has relationships with more than 900 higher-education institutions across the country and reaches more than two million unique households annually.

Alloy is a leading provider of innovative youth-focused media and full-scale marketing programs. Over the past decade, Alloy has created or owned some of the world's most important youth entertainment franchises, including Gossip Girl, Pretty Little Liars, Vampire Diaries, Sisterhood of the Traveling Pants, Channel One News, and Alloy Digital. With a diverse array of media and marketing services in digital, display advertising, direct mail, content production, and educational programming, Alloy reaches one in every three young people nationwide every day and works with more than 1,500 marketers, including half of the Fortune 200.

Dominus Capital is a leading private equity firm focused on making control investments in North America middle-market companies in the business services, general industrial and consumer products sectors. For more information on Dominus Capital, please visit www.dominuscap.com.

A team from Petsky Prunier, led by Bob Ennis and Dylan Kearns, served as financial advisor to Alloy, Inc.

About Petsky Prunier LLC

Petsky Prunier is one of the leading investment banks serving the marketing, media, technology, and services industries, including businesses focused on digital advertising, digital media, eCommerce, marketing technology, software, information, marketing services and agencies and consultancies. Our firm's mergers and acquisitions and private placements advisory services reflect a unique blend of product specialization and industry expertise. Together with strategic consulting firm Winterberry Group, a Petsky Prunier company, the organization represents one of the largest industry-specific advisors providing strategic and transactional services. Securities transactions are processed through Petsky Prunier Securities LLC.

Petsky Prunier's deep knowledge of the affinity marketing space enabled them to optimally position On Campus Marketing, highlighting the unique competitive differentiators of the business. This, together with a sustained competitive process, facilitated an optimal outcome for Alloy.

Jim Johnson, President & COO.

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