

PetskyPrunier

INVESTMENT BANKERS

40 Wall Street, 10th Floor • New York, NY 10005
(212) 842-6020 • Fax (212) 842-6039
www.petskyprunier.com • info@petskyprunier.com

FOR IMMEDIATE RELEASE

Contact: Stephanie Im
(212) 842-6034
sim@petskyprunier.com

Petsky Prunier Announces Transaction in the Marketing Technology and Data Analytics Industry

Target Analysis Group has been sold to Blackbaud, Inc.

January 30, 2007 (New York, NY) – Petsky Prunier is pleased to announce that it has advised Target Analysis Group and Target Software on its sale to Blackbaud. Target Analysis and Target Software provide solutions that help organizations analyze, plan, forecast, execute, and manage high-volume fundraising campaigns while optimizing long-term donor relationships. Blackbaud is the leading global provider of software and related services designed specifically for nonprofit organizations. Together, the combined companies will help nonprofits serve both the high value and high volume ends of the donor spectrum.

A team from Petsky Prunier LLC, led by John Prunier and Matthew Kratter, served as exclusive financial advisor to The Target Companies and structured and negotiated the transaction on behalf of the company.



a leading provider of database management and donor relationship software and data mining, predictive modeling and benchmarking services to nonprofits

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“We really appreciate Petsky Prunier’s help throughout the transaction: the outcome is exactly what we hoped for - we received a good price and good terms, AND we have a great start to our working relationship with Blackbaud. Thanks for your counsel and hard work.

*Chuck Longfield, CEO
and Lee Gartley, President
Target Analysis Group & Target Software*

About Petsky Prunier LLC

Petsky Prunier (<http://www.petskyprunier.com/>) is the leading specialty investment bank serving the marketing sector. The firm provides merger and acquisition advisory services to companies in the marketing services & technology, interactive advertising, digital content & commerce and out-of-home & specialty media industries. Petsky Prunier's affiliate, Winterberry Group (<http://www.winterberrygroup.com/>), is a unique strategic consulting firm that helps these same companies build profits and propel shareholder value through business assessment & strategic planning, market intelligence & sector research and due diligence services. Working in close collaboration, the two firms offer a unique dual perspective on corporate growth grounded in market knowledge, value assessment and strategic insight.

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