

# PetskyPrunier

INVESTMENT BANKERS

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## Petsky Prunier Advises Beringer Capital on the Sale of Budco to Glencoe Capital

**December 13, 2011 (New York, NY)** – Petsky Prunier is pleased to announce it has advised Beringer Capital on the sale of portfolio company Budco, a leading marketing services and BPO company, to Glencoe Capital.



Founded in 1982, Budco has become a leader in the marketing services and BPO industries by offering technology-driven solutions that improve performance and reduce costs to clients in the pharmaceutical, health care, financial services, automotive, and consumer packaged goods industries. The company has 500 employees in Michigan, New Jersey, Indiana, and California.

Beringer Capital is a Toronto-based private equity firm focused on the marketing services, specialty media, and advertising industries. Under Beringer's ownership since 2006, Budco's income has tripled with sales in excess of \$100 million. The company has grown organically and via acquisitions, expanding its Michigan-based operations, adding two East Coast-based facilities, increasing its database marketing capabilities, and acquiring new technology to streamline fulfillment operations.

Founded in 1993, Glencoe Capital is a private equity firm focused on lead-sponsored acquisitions and growth equity investments in lower middle-market companies. The firm has completed more than 30 acquisitions representing more than \$1 billion in transaction value. Glencoe Capital currently manages two funds: the Glencoe Capital Michigan Opportunities Fund, L.P. and Glencoe Capital Partners III, L.P. The Michigan Opportunities Fund makes growth and equity investments in companies that conduct business operations in Michigan or in companies located outside of Michigan that demonstrate a viable strategy for expanding operations into the state.

A team from Petsky Prunier, led by Sanjay Chadda with Michael Petsky and Colleen Filipo, served as exclusive financial advisor to Beringer Capital and Budco.

### *About Petsky Prunier LLC*

Petsky Prunier ([www.petskyprunier.com](http://www.petskyprunier.com)) is one of the leading investment banks serving the marketing, media, technology, and service 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 ([www.winterberrygroup.com](http://www.winterberrygroup.com)), 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.

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