

# PetskyPrunier

INVESTMENT BANKERS

60 Broad Street, 38<sup>th</sup> Floor • New York, NY 10004  
(212) 842-6020 • Fax (212) 842-6039  
www.petskyprunier.com • info@petskyprunier.com

Contact: Amy LaBan  
(212) 842-7126 / alaban@petskyprunier.com

## Petsky Prunier Advises TRANZACT on its Sale of Tranzact Information Services to Halyard Capital

*Provider of Integrated Information, Technology, and Analytics Solutions is Renamed Datamyx*

**November 30, 2011 (New York, NY)** – Petsky Prunier is pleased to announce it has advised TRANZACT on its sale of Tranzact Information Services, a leading provider of integrated information, technology, and analytics solutions that enable marketers to optimize customer acquisition, cross-sell, and retention-based marketing campaigns, to Halyard Capital. The company will do business going forward under the name Datamyx.



Based in Boca Raton, Florida, Datamyx is a premier, automated marketing information services company that leverages multi-sourced information, custom modeling, and analytics tools, as well as a proprietary online technology platform, to provide marketers with actionable insights that help maximize return on investment for customer acquisition, cross-sell, and retention marketing programs. Datamyx houses prescreen marketing information from all three credit bureaus, as well as multi-sourced consumer and public records data. The company's customers include mortgage lenders, automotive finance companies, banks, credit unions, insurance companies, and direct marketing agencies, among others.

Based in Fort Lee, New Jersey, TRANZACT is a leader in providing end-to-end, technology-driven customer acquisition solutions to Fortune 1000 companies in the financial services and media and telecommunications sectors. TRANZACT leverages and integrates sophisticated digital, data, and direct marketing solutions to deliver qualified leads, fully provisioned sales, and robust customer management systems to brands seeking to

acquire and manage large numbers of customers. TRANZACT is a portfolio company of private equity firm Veronis Suhler Stevenson.

Halyard Capital is a private equity firm with more than \$600 million of capital under management focused on investing in healthcare, education, information, and business services companies. The firm specializes in middle-market leveraged buyouts, growth equity, and structured equity investments. Halyard invests in control positions or non-control investments with strong governance rights. Geographically, the firm primarily focuses on opportunities in North America and Europe.

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

### *About Petsky Prunier LLC*

Petsky Prunier (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), 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 leveraged its deep knowledge of the marketing information space, as well as its expertise with vertically-focused business models, to deliver an outcome that will allow the management of Tranzact Information Services to focus on continued growth while also maximizing value for TRANZACT's shareholders.***

**David Graf, president & CEO, TRANZACT**