

PetskyPrunier

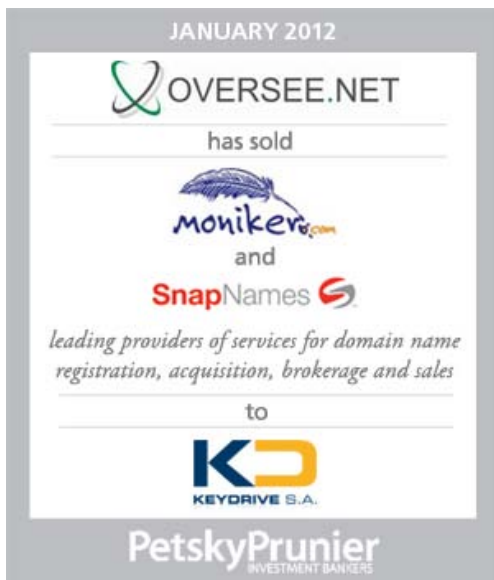
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Petsky Prunier Advises Oversee.net on its Sale of Moniker and SnapNames to KeyDrive

February 08, 2012 (New York, NY) – Petsky Prunier is pleased to announce it has advised Oversee.net on its sale of Moniker® and SnapNames® to KeyDrive S.A.



Moniker and SnapNames offer businesses and individuals an array of services for domain name registration, acquisition, brokerage and sales. Moniker introduced the live domain name auction concept. SnapNames operates the largest online auction of expired and deleting domain names, giving its customers access to valuable names.

Oversee.net is a leader in online performance marketing. Using proprietary technology, it helps advertisers acquire valuable, pre-qualified leads. Its DomainSponsor® business unit pioneered the monetization of direct navigation traffic in 2002 and now operates one of the largest PPC and CPV traffic networks in the world. Oversee.net's owned and operated lead generation websites in the travel, shopping and consumer finance verticals produce more than 14 million high-converting leads per month for advertisers. Oversee.net also owns DOMAINfest®, an online marketing and domain investor conference series. The divestiture of Moniker and SnapNames will allow Oversee.net to focus on its core monetization and vertical markets divisions.

Luxembourg-based KeyDrive is an internet solutions holding company with subsidiaries providing domain registration, monetization and aftermarket services. KeyDrive has more than six million domains under management.

A team from Petsky Prunier served as exclusive financial advisor to Oversee.net.

About Petsky Prunier LLC

Petsky Prunier 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, out-of-home and specialty media, 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.

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