

PetskyPrunier

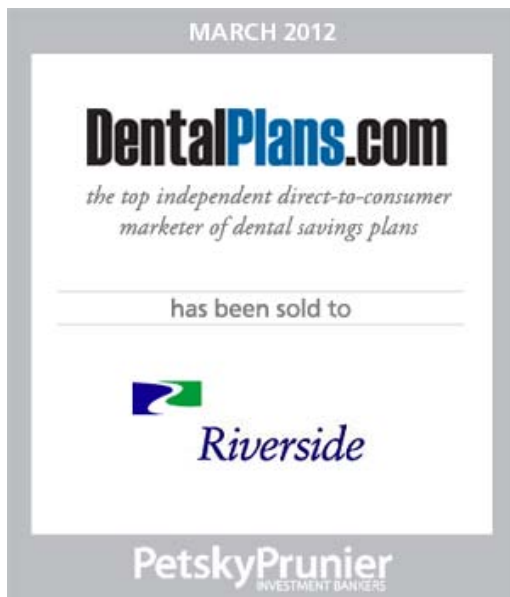
INVESTMENT BANKERS

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Petsky Prunier Advises DentalPlans.com on its Sale to The Riverside Company

March 15, 2012 (New York, NY) – Petsky Prunier is pleased to announce it has advised DentalPlans.com, a leading direct-to-consumer marketing and e-commerce platform for dental savings plans, on its sale to The Riverside Company. With this transaction, Petsky Prunier continues its success in the digital space after being ranked by Bloomberg in 2011 as the #1 most active investment bank for mid-market internet and advertising transactions.



Based in Plantation, Florida, DentalPlans.com is the largest independent direct-to-consumer marketer of [dental savings plans](#), offering more plan options and providing a true national comparison shopping experience. The company's proprietary e-commerce platform and online tools enable individuals, families, businesses, and groups to select the best dental plans from more than 30 networks nationwide. DentalPlans.com's members have access to discounts of 10% to 60% on most dental care procedures at more than 100,000 dental locations.

The company operates with a unique combination of technical acumen, regulatory knowledge, and deep network relationships. DentalPlans.com serves members in the United States, United Kingdom, and Puerto Rico and boasts high member satisfaction, thanks to its convenient [dental plan comparison](#) shopping tools, flexibility, broad range of plan options, price transparency, and excellent customer service, all of which combine to deliver significant value for its members.

The Riverside Company is a global private equity firm focused on acquiring growing businesses valued at up to \$200 million. Since its founding in 1988, Riverside has invested in more than 280 transactions, and DentalPlans.com represents the firm's sixth acquisition of 2012. The firm's international portfolio includes more than 75 companies, and it has \$3.2 billion in assets under management.

I hired a bulge bracket firm the first time I tried to sell our business a few years ago. In retrospect, I should have hired Petsky Prunier the first time. They knew the buyers better, how to position our digital media/healthcare company, manage the process, and delivered a range of tremendous options. They are my bankers for life.
Josh Babyak, Former Chairman, DentalPlans.com

A team from Petsky Prunier, led by Sanjay Chadda, Christopher French, and Colleen Filipo, served as exclusive financial advisor to DentalPlans.com.

About Petsky Prunier LLC

Petsky Prunier is one of the leading investment banks in the internet, marketing, media, technology, healthcare, and service industries. 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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