

PetskyPrunier

INVESTMENT BANKERS

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Petsky Prunier Advises AlphaDetail on its Sale to ImpactRx

March 29, 2012 (New York, NY) – Petsky Prunier is pleased to announce it has advised AlphaDetail, Inc., a leader in global healthcare primary market research and influence network mapping, on its sale to ImpactRx, a pioneer in measuring the impact of promotion on physicians' attitudes and prescribing behavior and a portfolio company of Symphony Technology Group. This transaction is the second healthcare-related engagement that Petsky Prunier has completed to-date in 2012.



AlphaDetail is a full-service, primary market research firm with a particular emphasis in large and complex quantitative studies for the global healthcare community. The company is built on one of the industry's strongest foundations, including a team of exceptional analytical specialists, the industry's leading technology platform, and a flexible approach. AlphaDetail was recently named one of the top fifty US market research firms in the annual Honomichl survey.

ImpactRx is a leading provider of consultative and analytically-based commercial effectiveness solutions to the healthcare industry. Powered by its longitudinal and normative data assets, ImpactRx's consulting analytics and custom research capabilities provide unparalleled insight into the dynamics of the biopharmaceutical marketplace. Through its *i-enabled* network of more than 4,000 targeted physicians and its proprietary, state-of-the-art research technology, ImpactRx captures not only physician treatment decisions in response to promotion, but also the attitudes, perceptions, and beliefs underlying those decisions.

AlphaDetail will be closely integrated across ImpactRx's operations, but will maintain its name and branding and will operate as the company's global custom market research unit. AlphaDetail's existing management team will continue to lead the unit, and CEO Rishi Varma will also become executive vice president, Custom Market Research, for ImpactRx, reporting to Gregory Ellis, president and CEO of ImpactRx.

Throughout the process, the Petsky Prunier team stayed firm in the belief that AlphaDetail would achieve an attractive outcome for our shareholders. We could not be happier with the outcome and our new partners.
Rishi Varma, CEO, AlphaDetail

Symphony Technology Group (STG) is a strategic private equity firm with the mission of investing in and building great software and services companies. In addition to capital, STG provides transformation expertise to enable its portfolio companies to deliver maximum value to clients, to retain and attract the best talent, to drive growth through innovation, and to achieve best-in-class business performance. STG's current portfolio consists of fourteen global companies with combined revenue of \$2.5 billion and 15,000 employees spread across North America, Europe and Asia.

A team from Petsky Prunier, led by Jed Laird, Christopher French, and Christine Laird, served as exclusive financial advisor to AlphaDetail.

About Petsky Prunier LLC

Petsky Prunier is one of the leading investment banks in the internet, marketing, media, technology, information, 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.