

PetskyPrunier

INVESTMENT BANKERS

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Petsky Prunier Advises SkyMall on its Sale to Direct Brands

April 09, 2012 (New York, NY) – Petsky Prunier is pleased to announce it has advised SkyMall, Inc. on its sale to Direct Brands, a leader in multichannel retail, eCommerce, and loyalty marketing services, to Direct Brands, Inc. SkyMall was previously a portfolio company of Spire Capital.



SkyMall is a multi-channel, direct marketer offering high-quality, innovative merchandise from top direct marketers and manufacturers through its SkyMall catalog and web site, skymall.com. The SkyMall catalog is seen by approximately 88 percent of all domestic air passengers and reaches more than 650 million air travelers annually. The SkyMall brand is universally known among affluent and well-educated travelers who are receptive to innovative, unique products. Known for its national in-flight catalog and eCommerce business, SkyMall is also a leader in the loyalty industry, providing turnkey merchandise and gift card solutions to global brands.

Direct Brands is one of the largest direct-to-consumer distributors of media products in the U.S. The company is home to DVD and book club brands, including Columbia House, Doubleday Book Club, Book-of-the-Month Club, and BOMC2.com, as well as a number of special interest and lifestyle book clubs. The company serves members in the U.S. through its various club catalogs and online.

SkyMall's core competence in unique merchandise selection, competitive pricing, as well as its virtual inventory model and reputation for technology innovation backed by flawless customer service and support, will further enhance and strengthen the overall experience of Direct Brands' customers and club members.

A team from Petsky Prunier, led by Michael Petsky, served as exclusive financial advisor to SkyMall.

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.

Petsky Prunier did a superior job attracting buyers to our process, and they handled every aspect of our transaction with the utmost of professionalism and care. They were responsive to our every need and very thoughtful regarding negotiations with potential buyers. They were completely committed to helping SkyMall achieve a successful outcome, and we couldn't be happier with them!
Christine Aguilera, President, SkyMall

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