

# PetskyPrunier

INVESTMENT BANKERS

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## Petsky Prunier Advises BrightTag on its \$15 Million Financing Led by Baird Venture Partners

*New Funding to Fuel Triple-Digit Growth for Tag Management and Real-Time Data Distribution Provider*

**May 1, 2012 (New York, NY)** – Petsky Prunier is pleased to announce it has advised BrightTag, a technology platform provider for the digital marketing industry, on its \$15 million financing led by Baird Venture Partners with participation from existing investors New World Ventures, TomorrowVentures, EPIC Ventures, I2A, and Silicon Valley Bank.



Headquartered in Chicago, BrightTag achieved 12x year-over-year growth in 2011 and is on pace to reach triple-digit growth in 2012. The company is building a new technical foundation for the next generation of online marketing. BrightTag helps marketers and web analysts make online data instantly useful in any web or mobile application, while solving fundamental privacy, data quality, and site performance challenges. Traditional methods of connecting websites to marketing and analytics services rely on individual tags and pixels that create silos of data. The BrightTag ONE™ integration platform moves beyond tags by directly connecting sites to services in real time, eliminating barriers, and speeding innovation. BrightTag's clients include many of the world's top brands, and hundreds of online marketing and analytics providers continue to integrate their technology with BrightTag ONE. The financing will help BrightTag continue to execute on its vision to eliminate the unnecessary complexity that exists in online marketing today.

Baird Venture Partners, the U.S.-based venture capital fund of Baird Private Equity, makes investments in early and expansion stage companies providing capital for new services, products, geographic expansion, and acquisitions. Benedict Rocchio, partner at Baird Venture Partners, will join the BrightTag Board of Directors.

A team from Petsky Prunier, led by Norm Colbert, served as exclusive financial advisor to BrightTag.

***BrightTag is redefining how brands connect to the myriad of digital marketing services available today. The team at Petsky Prunier supports our bold vision to make online data instantly useful and drive more innovation in online marketing. We appreciate the unique perspective they offer, as well as their proven experience in this industry.***  
**Mike Sands, CEO, BrightTag**

### *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.

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