

PetskyPrunier

INVESTMENT BANKERS

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Petsky Prunier Advises LifeStreet Media on its \$66 Million Investment from Nautic Partners

May 21, 2011 (New York, NY) – Petsky Prunier is pleased to announce it has advised LifeStreet Media, a leader in global in-app advertising for Facebook, Apple (iOS), and Android developers, on its recent [\\$66 million equity investment](#) from Nautic Partners. The terms of the investment provide for capital to fuel LifeStreet's growth in social and mobile display advertising and to facilitate liquidity for investors.



LifeStreet has driven over 200 million social and mobile app installs, has paid out over \$100 million of advertising revenue to social and mobile developers, and reaches a monthly audience in excess of 350 million. The company became the leader in the Facebook in-app advertising market in 2009 and continues to drive more app installs than any ad provider other than Facebook itself as a result of its core RevJet technology platform.

Entering 2012, LifeStreet had already invested over \$25 million developing its patent-pending RevJet platform, built upon the world's first universal object server. RevJet is the first technology to unleash Iterative High Velocity Testing (IHVT) capabilities on any digital revenue driver, ranging from visual objects such as ads and landing pages to logical objects such as trafficking decisions and revenue maximization algorithms. RevJet and its proprietary IHVT processes are producing breakthrough monetization levels and extraordinarily high volumes of new customers for social and mobile advertisers, publishers and app developers alike.

Inc. Magazine has recognized LifeStreet, which has been consistently profitable, as one of the fastest growing private companies in America. The company was founded by digital advertising veterans Mitchell Weisman and Paul Kennedy and serial technology entrepreneur Serge Ioffe. The company received early funding from Exigent Ventures, its founders, and additional angel investors. LifeStreet is headquartered in San Carlos, California with offices in Moscow, Odessa, and Riga.

Petsky Prunier delivered bulge bracket advice, relationships, service, and execution.
Mitchell Weisman, CEO, LifeStreet Media

A team from Petsky Prunier, led by Sanjay Chadda, Norm Colbert, and Matthew Kratter, served as exclusive financial advisor to LifeStreet Media.

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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