

PetskyPrunier

INVESTMENT BANKERS

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Petsky Prunier Advises Zeta Interactive on \$70 Million Capital Raise

June 12, 2012 (New York, NY) – Zeta Interactive, a leading digital and direct marketing company, today announced an investment by private equity firm GCP Capital Partners, formerly known as Greenhill Capital Partners, as well as a debt facility agented by Madison Capital Funding. The \$70 million capital raise will be used to fuel Zeta Interactive’s continued growth through organic business activities, as well as strategic acquisitions.

JUNE 2012

Zeta
Interactive

*a leading digital direct marketing company
utilizing a proprietary database to provide
customer acquisition solutions for major brands*

has received an equity investment from

GCP Capital Partners
with debt financing from

NEW YORK LIFE **MADISON CAPITAL FUNDING**

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Zeta Interactive has built a massive consumer marketing platform to generate high quality customers for leading brands. The platform encompasses all interactive channels – Email, Search, Social Media, and Call Center – and an innovative data-driven methodology, underpinned by proprietary technology. The company focuses on several sectors, including Financial Services, Education, Insurance, and Health & Wellness. The company is a recognized leader in the US and UK markets for its ability to generate new customers and qualified leads at scale and within ROI targets. Zeta Interactive is headquartered in New York City and has offices in Washington, DC, Tampa, San Francisco, and London and Bristol in the UK. It employs more than 200 people.

GCP Capital Partners manages the Greenhill Capital Partners private equity funds totaling \$1.9 billion in committed capital. GCP has a successful track record investing \$1.4 billion in more than 50 portfolio companies. GCP’s managing directors have more than 100 years of combined private equity and senior operating experience and have substantial personal capital invested in the funds. GCP has made significant private equity investments in the business services, education, energy, financial services and telecommunications industries. GCP Capital Partners is the successor to Greenhill Capital Partners, the merchant banking business of Greenhill & Co., Inc. (NYSE: GHL), which the principals formed in 2000.

“Petsky Prunier really understands digital businesses. They knew exactly who to call on our transaction and delivered a great investor to us. They have been excellent partners.”

David Steinberg, CEO, Zeta Interactive

Madison Capital Funding is a premier finance company focused exclusively on the corporate financing needs of middle market private equity firms. Madison Capital Funding has closed transactions with more than 175 different private equity firms and provides enterprise-value leveraged financing for acquisitions, recapitalizations, MBOs and LBOs. The company was formed in April 2001 by a group of experienced professionals drawn from a number of leading investment banking and lending institutions. Madison Capital Funding is based in Chicago, Illinois.

A team from Petsky Prunier, led by Sanjay Chadda and Norm Colbert, served as exclusive financial advisor to Zeta Interactive

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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