

PetskyPrunier

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Petsky Prunier Advises mediaFORGE on its Sale to Rakuten LinkShare

September 25, 2012 (New York, NY) – Petsky Prunier is pleased to announce it has advised mediaFORGE, a dynamic display media and retargeting company based in Salt Lake City, Utah, on its sale to Rakuten LinkShare Corporation, a division of Rakuten, Inc. of Japan (JASDAQ: 4755).



mediaFORGE's Consumer Engagement display platform provides online advertisers with a unique way to prospect, retarget, nurture, and engage customers to help drive higher conversion. mediaFORGE is the only display advertising and retargeting company to base its business model on Consumer Engagement, aligning its goals with advertisers' goals by using a metric that measurably increases site conversions. As a result, advertisers get a more meaningful return on ad spend, and a powerful tool for discovering actionable insights to achieve online marketing objectives.

The acquisition of mediaFORGE will expand Rakuten LinkShare's portfolio of affiliate marketing, search marketing, and lead generation services and solutions and will help online retailers drive multi-channel, integrated campaigns. Rakuten LinkShare's global network will enable mediaFORGE to accelerate its expansion and reach throughout the US, Canada, the UK, and Japan. Long-term, the two companies will work together, along with advertisers and publishers, to identify multi-channel synergies and technical integration opportunities that will create value within today's dynamic online advertising landscape.

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

We worked closely with Petsky Prunier to navigate a complex transaction with an international buyer that produced both an excellent return for our investors and a great opportunity for our company going forward.
Tony Zito, CEO, mediaFORGE

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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