

PetskyPrunier

INVESTMENT BANKERS

60 Broad Street, 38th Floor • New York, NY 10004
(212) 842-6020 • Fax (212) 842-6039
www.petskyprunier.com

Contact: Amy LaBan
(212) 842-7126
alaban@petskyprunier.com

Petsky Prunier Advises avVenta Worldwide on its Sale to Accenture

October 16, 2012 (New York, NY) – Petsky Prunier is pleased to announce it has advised avVenta Worldwide, a leading provider of digital production services to brands and agencies across multiple industries, on its sale to Accenture (NYSE: ACN).



Founded in 2005, avVenta Worldwide provides interactive marketing production services, including digital production, marketing operations, and platform support, to more than 130 Fortune 500 companies in industries, such as pharmaceuticals, financial services, consumer packaged goods, retail, energy, technology, and travel. The company uses a hybrid onshore and nearshore business model, supported by a highly-educated global labor pool of more than 600 employees, which enables clients to reduce the cost of production services related to online marketing programs, substantially without added execution risk. The company has headquarters in New York, a digital production fulfillment center in San Jose, Costa Rica, and an office in Charleston, S.C. avVenta was a portfolio company of private equity firm T&P Group.

The acquisition of avVenta strengthens the broad range of marketing services Accenture provides to chief marketing officers (CMOs), adding avVenta's digital production support capabilities to the full range of Accenture Interactive's marketing service offerings,

assets, and capabilities, which includes marketing strategy, marketing planning and analytics, customer experience management, technology platform and marketing operational services, and new product design and launch services. The combination of avVenta's nearshore digital production operation and Accenture's global delivery capabilities streamlines the creative and production process for CMOs, allowing them to build comprehensive marketing campaigns quickly and cost effectively that achieve greater returns on their marketing investments.

A team from Petsky Prunier, led by Michael Petsky, Sanjay Chadda, and Matthew Kratter, served as exclusive financial advisor to avVenta Worldwide, LLC.

"Petsky Prunier did what they said they were going to do. They knew the industry landscape, ran a smart process and delivered us a variety of strategic and private equity options"
Jeff Saunders, President, avVenta Worldwide

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.

###