

PetskyPrunier

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Petsky Prunier Advises Buysight on its Sale to AOL

December 6, 2012 (New York, NY) – Petsky Prunier is pleased to announce it has advised Buysight, Inc., which delivers real-time behavioral advertising that drives incremental retail sales, on its sale to AOL Inc. (NYSE: AOL).



Founded in 2008, Buysight's Buyer Targeting platform is built on three core strengths: real-time modeling and prediction of purchase intent, real-time dynamic advertising with intelligent product selection, promotions, and creative, and real-time media buying optimized to calculate every impression's precise client value. Buysight's client advertising services include retargeting previous site visitors, acquiring new customers, and targeting relevant, personalized brand advertising to likely shoppers. Buysight was chosen by Lead411 for its 2012 list of the fastest growing companies in Silicon Valley. The company was funded by ONSET Ventures and Rembrandt Venture Partners.

Buysight will become part of AOL's Advertising.com Group, which includes Advertising.com, ADTECH, The AOL On Network, goviral, and Pictela. The Group brings together end-to-end platforms and solutions for publishers and advertisers spanning ad serving, monetization, optimization, and premium advertising formats across all mediums including desktop, mobile, tablets, and connected TVs.

The acquisition expands AOL's position in the performance display market by significantly improving its retargeting and intent-based targeted advertising solutions. Buysight brings proven Dynamic Creative Optimization and machine learning capabilities that will further enhance AdLearn, AOL's market-leading optimization engine, and its ability to provide brands and performance marketers a comprehensive and integrated optimization solution across channels.

A team from Petsky Prunier, led by John Sternfield, Sanjay Chadda, and Matthew Kratter, served as exclusive financial advisor to Buysight, Inc.

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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