

PetskyPrunier

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Petsky Prunier Advises Triad Retail Media on its Sale to Rockbridge Growth Equity and Falcon Investment Advisors

Industry Pioneer Triad Delivers Digital Retail Ad Campaigns for Top Brands

January 10, 2013 (New York, NY) – Petsky Prunier is pleased to announce it has advised online retail advertising company Triad Retail Media on its sale to Rockbridge Growth Equity, LLC. Falcon Investment Advisors, LLC partnered with Rockbridge on the transaction.



Founded in 2004, Tampa-based Triad Retail Media (www.triadretail.com) is the market leader in creating, managing, and operating digital retail media programs for highly-trafficked retail websites. Triad's retail partners include Walmart, Sam's Club, eBay, Toys"R"Us, CVS, and many other leading retailers.

Triad has twice been named one of the fastest-growing private companies in the U.S. by *Inc. Magazine*. Triad employs more than 300 team members in more than six offices in the United States, including Tampa, Florida (headquarters); Orlando; Rogers, Arkansas; Chicago; New York; and San Jose.

Triad was previously owned by CEO/founder Greg Murtagh, president/COO Roger Berdusco, and an affiliate of H.I.G Growth Partners. Following the transaction, Murtagh and Berdusco will remain in their current positions as chief executive officer and chief operating officer of Triad, and will also continue to be equity partners with Rockbridge.

Rockbridge Growth Equity is a Detroit-based private equity firm founded in 2007 by Brian Hermelin, Kevin Prokop, and Quicken Loans and Rock Ventures founder and chairman Dan Gilbert. Rockbridge invests in business and technology services companies focused on the digital media, marketing services, financial and business services, and consumer-direct marketing sectors.

"Petsky Prunier was the best investment bank we could have worked with on this highly successful sale of our significant digital media advertising portfolio company. We look forward to them representing us in the future."
Nik Shah, Principal, H.I.G. Growth Partners, LLC

"Petsky Prunier excelled in all aspects of the process from the relationships, to the execution, to the advice. The guidance they gave us was right every step of the way."
Greg Murtagh, CEO & Founder, Triad Retail Media

Falcon Investment Advisors is a private equity firm with offices in Boston and New York, specializing in subordinated debt and other junior capital investments. Falcon provides innovative capital solutions in amounts of \$10 million to \$75 million to middle market companies in a variety of industries throughout North America. Since its founding in 2000, Falcon has raised \$1.7 billion and invested in more than 50 companies in a broad range of industries to support acquisitions, recapitalizations, buyouts, and organic growth.

A team from Petsky Prunier, led by Sanjay Chadda, Michael Petsky, and Matthew Kratter, served as exclusive financial advisor to Triad Retail Media.

About Petsky Prunier LLC

Petsky Prunier is one of the leading investment banks in the technology, media, marketing, and healthcare industries. We work with a wide range of growth-oriented businesses focused on:

- Digital Media/eCommerce and Digital Advertising/Marketing
- Technology and, specifically, Marketing Tech
- Agency and Marketing Services
- Out-of-Home and Specialty Media
- Software and Communications
- Information and Businesses Services
- Vertical expertise in healthcare technology, media, and marketing

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, our 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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