

# PetskyPrunier

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## Petsky Prunier Advises River North Group on its Sale of Marketing Drive and WELD media to Match Marketing Group

**January 16, 2013 (New York, NY)** – Petsky Prunier is pleased to announce it has advised River North Group on its sale of Marketing Drive and WELD media to Match Marketing Group, a Toronto-based agency owned by Beringer Capital.



Marketing Drive, along with its digital subsidiary WELD media, specializes in retail, digital, shopper marketing, and consumer promotion services. In 2012, Marketing Drive was ranked a Top 10 Shopper Marketing Agency by *The Hub Magazine* and a Top 25 Promo 100 Promotional Marketing Agency by *Promo Magazine*. Marketing Drive and WELD's clients include ABSOLUT, CVS, Dannon, Dunkin' Donuts, ExxonMobil, Jameson Irish Whiskey, Malibu Rum, Mars, Nestle Waters, Novartis, Philips, and Welch's, among others.

River North Group is a Chicago-based marketing services holding company. Among its subsidiaries is Legacy Marketing Partners, a top experiential and event marketing company with a growing client base, including Cabela's, Cadbury, Crown, Keurig, L'Oreal, and Pernod Ricard, among others. River North also owns Surge Innovations, a leading promotional products agency serving global clients, such as Burger King, Kraft, Kellogg, Pernod Ricard, and Procter & Gamble.

Vince Parrinello, CEO of River North Group, and Chairman Kevin Berg, will join the board of Match Marketing.

A team from Petsky Prunier, led by John Prunier and Matthew Kratter, served as exclusive financial advisor to River North Group.

### *About Petsky Prunier LLC*

Petsky Prunier is one of the leading investment banks in the technology, media, marketing, and healthcare 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, our organization represents one of the largest industry-specific advisors providing strategic and transactional services. In addition, we offer international reach through our partnership with Altium Capital Ltd. Founded more than 20 years ago and privately owned, Altium operates from ten offices across Europe. Securities transactions are processed through Petsky Prunier Securities LLC.

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**"Petsky Prunier has been a great long-term advisor. They combine deal savvy with a commanding knowledge of the market. Petsky Prunier helped us move quickly with an assurance of capitalizing on the right opportunity."**

**Vince Parrinello, CEO, & Kevin Berg, Chairman, River North Group**