

PetskyPrunier

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Petsky Prunier Advises AccessVia on its Sale to Perceptive Software, a unit of Lexmark International

March 6, 2013 (New York, NY) – Petsky Prunier is pleased to announce it has advised AccessVia, Inc., an industry-leading cloud-based Software-as-a-Service (“SaaS”) provider of signage software for retailers, on its sale to Perceptive Software, a unit of Lexmark International, Inc. (NYSE: LXX), a \$4 billion manufacturer of printing and imaging solutions.



Founded in 1985, AccessVia (www.accessvia.com) is the world's largest provider of cloud-based SaaS tools for printing retail signs, labels and tags, and publishing digital displays, with more than 235 well-known retailers and more than 60,000 store locations. The company's signage solutions are utilized every day in mission-critical situations by some of the world's largest retailers to lift sales, reduce signage turn times, minimize waste, and drive operating efficiencies. The company's software currently operates in 25 languages in 55 countries and enables the printing of approximately four billion signs, annually. Some of the well-recognized brands and retailers that use AccessVia include Best Buy, Office Depot, Safeway, Family Dollar, and El Corte Ingles.

AccessVia's customers benefit from the industry-leading signage solutions to create and produce retail shelf-edge materials, all from a single platform, which can be directed to a variety of output devices and published to digital displays. AccessVia is the only global provider with a unique and powerful suite of technologies and cogent management functionalities that allows retailers to fulfill every signage

creation need. The company's technology enables clients to print anywhere and publish everywhere, including in-store, in-aisles on mobile printers, to third-party or central print shops, and to digital signs and electronic shelf labels.

AccessVia, when combined with Lexmark's managed print services (MPS) and expertise in delivering print and document process solutions to the retail market, will enable customers to quickly design, and produce in-store signage for better and more timely merchandising in a highly distributed store environment.

A team from Petsky Prunier, led by Michael Petsky and John Sternfield, served as exclusive financial advisor to AccessVia.

"Throughout the process, the Petsky Prunier team turned us into pros, from beginning to closing. We regularly received input from suitors that we were superbly prepared and, while that was flattering, the credit was due to Petsky Prunier. It is a monstrous task and the heavy-lifting was done by the Petsky Prunier team. I couldn't have even imagined the process could go as well as it did. Petsky Prunier saw to it!"
Dean Sleeper, CEO, AccessVia

About Petsky Prunier LLC

Petsky Prunier is one of the leading investment banks in the technology, media, marketing, eCommerce, 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. Established for more than 20 years and privately owned, Altium is an international investment bank operating from nine offices across Europe. Securities transactions are processed through Petsky Prunier Securities LLC.

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