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Petsky Prunier Advises Brand Networks on its \$68 Million Minority Investment from AEA Investors

*Leading Independent Provider of Social Software Solutions and Digital Marketing Services and Facebook PMD
Receives Significant Minority Investment to Fuel Continued Growth*

June 6, 2013 (New York, NY) – Petsky Prunier is pleased to announce it has advised Brand Networks, a leading provider of social software solutions and digital marketing services for some of the world’s largest brands, on its recent \$68 million minority investment from AEA Investors. Brand Networks will use the proceeds from the transaction to fuel product development, sales, and global expansion.



Brand Networks also announced today the launch of its Social Marketing Stack™, the first fully integrated platform enabling marketers to manage content publishing, applications, ads and social insights at scale through one consolidated technology stack. The stack integrates with Facebook, Twitter, Tumblr, and other social platforms to help brands build more profitable customer relationships.

Serving Fortune 1000 clients including American Express and Starwood Hotels and Resorts, Brand Networks delivers technology and services that drive measurable return on social marketing investments and enables marketers to unify social marketing efforts and consolidate spend. In addition to publishing, applications, ads and insights offerings, the Social Marketing Stack™ supports customized, local or store-level publishing and media amplification; Brand Networks already serves some of the largest brands and retailers globally with this innovation.

Brand Networks was founded in 2006 by former Arnold Worldwide advertising executive and word-of-mouth marketing pioneer, Jamie Tedford. Tedford partnered with technology entrepreneur Mike Garsin, who serves as founding partner and CTO, to bring the agency and technology worlds together. The founders bring deep expertise in marketing services and extensive enterprise software experience. Their collaboration over the last six years has led to the development of unmatched solutions that enable customers to unify social marketing efforts and address other complex business challenges previously unmet by self-service social SaaS providers. The company is a Strategic Preferred Marketing Developers (sPMD), qualified by the Facebook PMD program, and has received all four Facebook PMD badges.

Brand Networks is cash flow positive and has had triple-digit revenue growth year-over-year since 2010. The company now counts 135 employees across five offices in Boston, Los Angeles, New York City, Rochester, and Toronto.

AEA was founded in 1968 by S.G. Warburg & Co. and the Rockefeller, Mellon, and Harriman family interests as a private investment vehicle for a select group of family offices.

Today, its investors include a global group of individuals, family groups, and institutions, and it focuses its investments on four key industry sectors: value-added industrial products, specialty chemicals, consumer products, and services. AEA has offices in New York, London, Munich, Hong Kong, and Shanghai.

"Petsky Prunier's experience and knowledge of the social and marketing tech space allowed us to hit the ground running immediately after engaging them. On a tight timetable, they managed a process that brought us a number of highly attractive options and, ultimately, partnered us together with the firm that offered the most strategic and financial value to our organization."
Jamie Tedford, CEO, Brand Networks

A team from Petsky Prunier, led by Sanjay Chadda, Chris French, and Matthew Kratter, served as exclusive financial advisor to Brand Networks.

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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