

# PetskyPrunier

INVESTMENT BANKERS

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## Petsky Prunier Advises Datamark on its Acquisition of Technology Assets and Support Infrastructure from Altius Education

**October 15, 2013 (New York, NY)** – Petsky Prunier is pleased to announce it has advised Datamark, Inc., a leading provider of data-driven enrollment marketing solutions to higher education institutions, on its acquisition of the technology assets of Altius Education, including its competency-based online learning platform, Helix, and its enrollment management and student retention platforms.



Datamark has delivered innovative, data-driven marketing exclusively to higher education since 1987. The company provides marketing advisory research services, full-service lead generation and management, and conversion marketing solutions designed to reach, engage, and motivate prospective students. Focusing on performance and visibility into the student enrollment cycle, Datamark helps schools drive higher return on their marketing investment.

The acquisition adds a new suite of services, including the Helix competency-based online learning platform, enrollment management services, and student retention services, to Datamark's traditional strength in enrollment marketing, allowing the company to address further some of the most pressing challenges in higher education. Helix is an entirely new kind of online learning environment, offering competency-based, personalized learning paths that can make education more affordable and efficient. The cloud-based Helix platform is driven by big data analytic tools that provide feedback for improving student outcomes, while reducing costs and offering extreme reliability. The Helix authoring environment allows institutions to ease into competency-based learning, enabling them to present online courses in either a competency-based format or a more traditional course format.

An investment group led by Oakleigh Thorne, current chairman of the board of Datamark, financed the transaction and committed an additional \$11 million in equity to fund the further development of the company's infrastructure, as well as support the growth of Altius' current educational partnerships, which will be managed by Datamark going forward.

***"Petsky Prunier has delivered a level of partnership seldom found in the business world today. They possess an uncommon breadth of strategic insight, industry knowledge, and transaction expertise. We've benefited from more than a decade long relationship with them, which will continue to grow. I recommend them highly."***  
**Tom Dearden, CEO, Datamark**

A team from Petsky Prunier, led by John Prunier and Colleen Filipo, served as exclusive financial advisor to Datamark.

### *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 eight offices across Europe. Securities transactions are processed through Petsky Prunier Securities LLC.

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