

PetskyPrunier

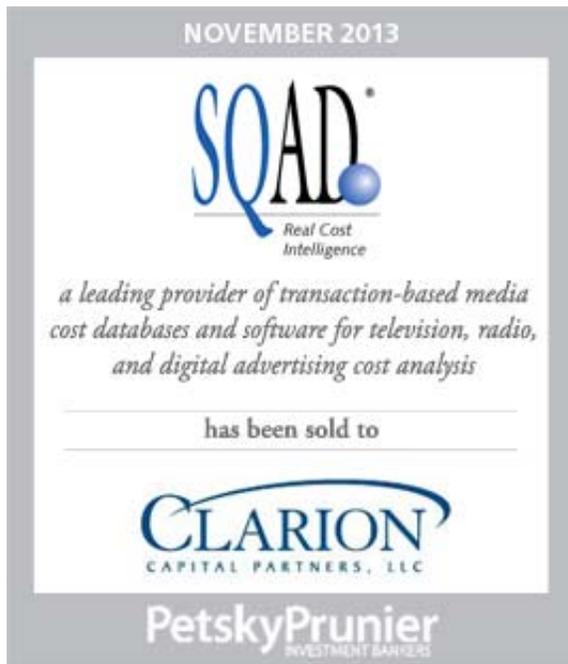
INVESTMENT BANKERS

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Petsky Prunier Advises SQAD on its Sale to Clarion Capital Partners

November 6, 2013 (New York, NY) – Petsky Prunier is pleased to announce it has advised SQAD Inc., a leading provider of transaction-based media cost databases and software for television, radio, and digital advertising cost analysis, on its sale to Clarion Capital Partners, LLC.



SQAD is recognized as the industry standard media cost forecasting source for national TV, spot TV, Hispanic spot TV Plus, spot radio, and the Internet. The company provides reliable media data to advertising agencies, buying services, advertisers, television and radio stations, cable operators, program syndicators, and Internet publishers. SQAD has developed strong partnerships to create new databases and seamless delivery of cost forecasting data with market leaders in both data and analytics. The company serves more than 1,500 clients and is privately-held.

The acquisition will allow SQAD to grow organically through refinement and augmentation of existing products and an investment in additional data-driven product development across new and existing verticals. The company will also invest in new personnel additions and look to make strategic acquisitions. The existing shareholders, including CEO Neil Klar, will maintain an ownership stake in the company and continue to build on the historical success of the business in partnership with Clarion.

Clarion Capital Partners is a New York-based middle market

The expertise and perspectives provided to SQAD by the Petsky Prunier team were extremely insightful, and were invaluable as we searched for the partner that best shared SQAD's growth strategy. Petsky Prunier kept us focused and worked effectively to keep all parties informed and supplied with all required information from beginning to end. Our thanks to them for a job well done!
Neil Klar, CEO, SQAD

private equity firm. Clarion invests in growing companies in a variety of industries, including media and entertainment, consumer products, specialty retail, business services, healthcare services, and specialty financial services.

A team from Petsky Prunier, led by Jed Laird and Chris Laird, served as exclusive financial advisor to SQAD.

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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