

PetskyPrunier

INVESTMENT BANKERS

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Petsky Prunier Advises LeadKarma on its Sale to Bankrate, Inc.

November 19, 2013 (New York, NY) – Petsky Prunier is pleased to announce it has advised LeadKarma LLC, a leading provider of online customer acquisition services to the insurance industry, on its sale to Bankrate, Inc. (NYSE: RATE).



Founded in 2006, LeadKarma is a digital marketing company that utilizes advanced data science to connect clients with qualified consumers. Focusing on the auto and health insurance verticals, the company's platform uses transactional data to adapt to consumer behavior. The company specializes in acquiring high volumes of consumer clicks and converting them into highly qualified, data-rich lead profiles that are sold to leading insurance companies and their intermediaries. By sourcing its clicks and owning the online session, LeadKarma achieves full control over the process of converting traffic into a lead, providing greater visibility and control over the quality of the lead generated.

The acquisition will further develop and enhance Bankrate's highest-quality direct consumer traffic. LeadKarma will help drive more organic and paid traffic to other parts of the company beyond insurance.

Bankrate is a leading publisher, aggregator, and distributor of personal finance content on the Internet. Bankrate provides consumers with proprietary, fully researched, comprehensive, independent and objective personal finance editorial content across multiple vertical categories including mortgages, deposits, insurance, credit cards, and other categories, such as retirement, automobile loans, and taxes. Bankrate aggregates rate

information from more than 4,800 institutions on more than 300 financial products. With coverage of nearly 600 local markets in all 50 U.S. states, Bankrate generates more than 172,000 distinct rate tables capturing on average more than three million pieces of information daily. Bankrate develops and provides web services to more than 80 co-branded websites with online partners and licenses editorial content to more than 500 newspapers on a daily basis.

Petsky Prunier was the right choice for us. They know the online customer acquisition space cold. The deal team was extremely responsive and was always willing to go the extra mile. The transaction process can be an emotional roller coaster for any entrepreneur/CEO, and Sanjay was always there to provide sound advice not only on the business, but on a personal level as well. I highly recommend them.
Akshay Patel, LeadKarma

A team from Petsky Prunier, led by Sanjay Chadda, served as exclusive financial advisor to LeadKarma.

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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