

PetskyPrunier

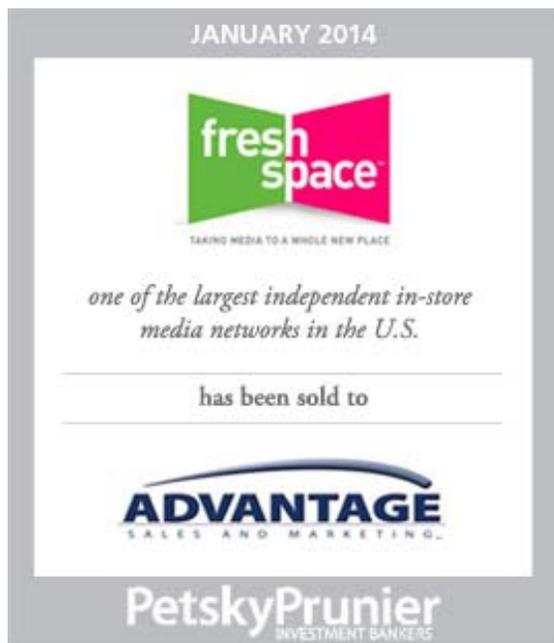
INVESTMENT BANKERS

60 Broad Street, 38th Floor • New York, NY 10004
(212) 842-6020 • Fax (212) 842-6039
www.petskyprunier.com

Contact: Amy LaBan
(212) 842-7126
alaban@petskyprunier.com

Petsky Prunier Advises FreshSpace Media on its Sale to Advantage Sales and Marketing

January 8, 2014 (New York, NY) – Petsky Prunier is pleased to announce it has advised BoxTop Media, LLC (dba FreshSpace Media), one of the largest in-store media networks in the U.S., on its sale to Advantage Sales and Marketing LLC.



FreshSpace Media is an innovative advertising company delivering media impressions and promotions by leveraging packaging space on high velocity, perishable products. The company provides blue chip advertisers exclusive access to advertising space on consumer products at leading retailers across the country. The company's media products include advertisements, coupons, and promotions affixed to milk containers, packaged bread, fresh produce, and other items. The FreshSpace Media network reaches the top 200 DMAs, is distributed in more than 50,000 stores in the U.S., and has penetration into more than 60 million households per month. Additionally, FreshSpace Media offers rewards, coupons, deals, and more to the "Moms" demographic through Rewards4Mom.com.

The acquisition will help FreshSpace Media attract new clients, expand its media networks, and leverage the resources of Advantage Sales and Marketing's infrastructure. Chris Barkley and Geoff Jackson, who previously served as FreshSpace Media's president and president of sales and marketing, respectively, will lead the new business unit, which

"Petsky Prunier was an excellent advisor at every step of our process. The firm's in-depth knowledge of the media space, combined with superior deal-making skills, maximized the outcome for our shareholders, while aligning us with the optimal strategic partner that will accelerate the growth of the FreshSpace business."

Chris Barkley, president, FreshSpace Media

will continue to operate as FreshSpace Media and be based in New York.

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

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, member of FINRA/SIPC.

###