

PetskyPrunier

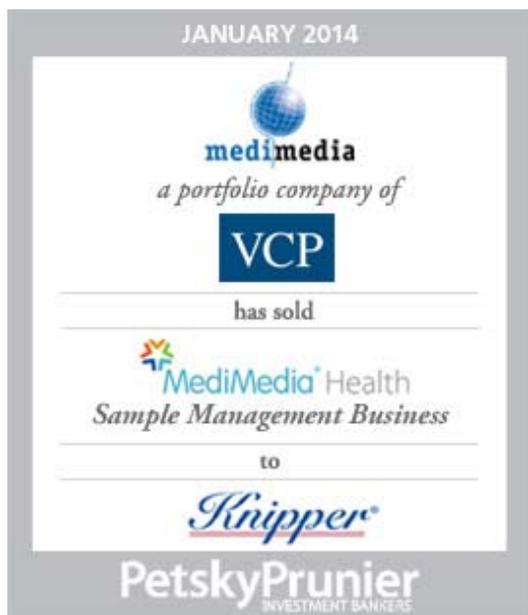
INVESTMENT BANKERS

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Petsky Prunier Advises MediMedia on its Sale of MediMedia Health's Sample Management Business to J. Knipper and Company

January 13, 2014 (New York, NY) – Petsky Prunier is pleased to announce it has advised MediMedia USA, Inc., a portfolio company of Vestar Capital Partners, on the sale of MediMedia Health's sample management lines of business to J. Knipper and Company, Inc., the largest supplier of end-to-end samples management services to the U.S. pharmaceutical industry.



MediMedia Health executed this transaction in order to focus and build upon its retained Savings Card and PPI portions of its business, including professional and patient call center support. MediMedia has already made significant investments in these business lines, positioning them to provide a comprehensive approach to practice and patient engagement programs.

From Knipper's perspective, the acquisition provides a valuable suite of services, including direct-to-provider (DTP) sample fulfillment, and animal health services, as well as the call center and regulatory compliance services that accompany these activities. The addition of MMH's sample management lines of business will enable Knipper's customers to leverage the broadest and most diverse library of best practice and sample management standards available in the industry.

"We have had a long relationship with Petsky Prunier, their healthcare domain expertise and strategic counsel have been invaluable to us over the years. Chris and the team really sweated the details and provided excellent service while working on this transaction. I highly recommend them."

Bill Goldberg, CEO, MediMedia USA

A team from Petsky Prunier, led by Christopher French, served as exclusive advisor to MediMedia USA.

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.

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