

PetskyPrunier

INVESTMENT BANKERS

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Petsky Prunier Advises Promotional Products eCommerce Retailer Branders.com on its sale to Bel USA

March 6, 2014 (New York, NY) – Petsky Prunier is pleased to announce it has advised Branders.com, the largest independent eCommerce retailer of promotional products, on its sale to Bel USA. Doing business as Discountmugs.com, Bel USA is a portfolio company of Comvest Partners.



Branders.com was the first and is the largest eCommerce retailer of promotional items that encourage brand loyalty and strengthen customer relationships. Branders.com serves companies in a diverse range of verticals, spanning in size from small and medium businesses to Fortune 500 enterprises. The company offers more than 10,000 promotional items across more than 1,000 product types, all of which can be custom decorated to the customer's specification. With more than 170,000 customers served, Branders.com boasts the largest customer base in the global promotional products industry.

The Branders.com acquisition will strengthen Bel USA's online presence and augment the company's existing technological capabilities. Branders.com will operate as a division of Bel USA, and the company's supplier and distributor divisions will remain separate.

"We chose Petsky Prunier for the firm's deep experience in the eCommerce and digital marketing fields and its ability to put our opportunity in front of the right strategic buyers. Our Petsky Prunier team did that and more. We are very glad to have chosen Petsky Prunier and look forward to continuing that association."

**Jerry McLaughlin, Chairman & CEO
Branders.com**

A team from Petsky Prunier, led by Michael Petsky, John Sternfield, and Dylan Kearns, served as exclusive financial advisor to Branders.com.

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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