

PetskyPrunier

INVESTMENT BANKERS

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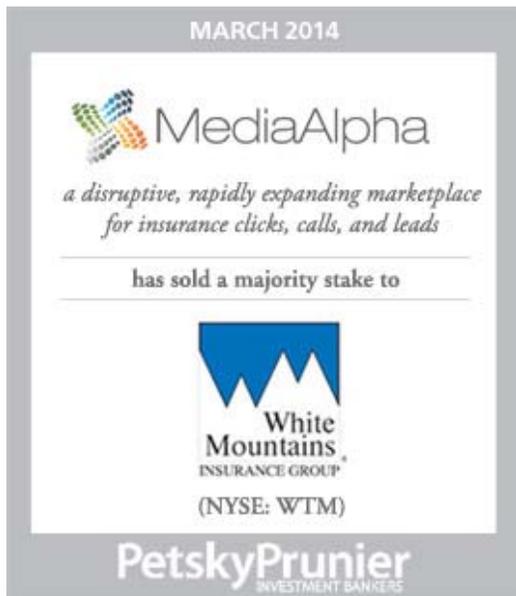
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Petsky Prunier Advises MediaAlpha on its Majority Investment from White Mountains Insurance Group, Ltd.

March 25, 2014 (New York, NY) – Petsky Prunier is pleased to announce it has advised MediaAlpha, an emerging technology leader in performance-based insurance marketing, on its majority investment from White Mountains Insurance Group, Ltd. (NYSE: WTM). MediaAlpha's founders will continue in their current operating roles, maintain ownership stakes in the company, and look to build on MediaAlpha's strong growth in partnership with White Mountains.



MediaAlpha Exchange is a disruptive, rapidly expanding marketplace for insurance clicks, calls, and leads. For advertisers, MediaAlpha Exchange offers a robust, best-in-class RTB demand side platform ("DSP") with rapidly growing access to inventory from leading insurance publishers. Publishers benefit from a sophisticated demand management and yield optimization platform that drives competition for and maximizes the yield from their insurance advertising inventory. Through its growing position as a technology-based clearinghouse for performance-based insurance advertising inventory, MediaAlpha maintains an unrivaled network of partnerships, bringing together the leading participants in the insurance marketing ecosystem, including national insurance carriers, insurance advertising networks, lead buyers and aggregators, and major publishers of insurance advertising inventory.

The investment is a clear recognition of MediaAlpha Exchange's proven disruptive success. It will allow MediaAlpha to continue to invest in its business and ad-tech platform, execute on attractive growth opportunities, and further solidify the company's position as a leader in the digital advertising technology space.

White Mountains, a publicly traded, Bermuda-domiciled holding company for global reinsurance businesses, has a long history of successful investments in insurance-related businesses and building partnerships with management teams. Relevant investments include Esurance and Answer Financial.

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

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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