

PetskyPrunier

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Petsky Prunier Advises Welcome Wagon on its Merger with an Affiliate of Money Mailer

June 18, 2014 (New York, NY) – Petsky Prunier is pleased to announce it has advised Welcome Wagon International, a leading targeted direct marketing company that connects new movers with local businesses, on its merger with an affiliate of Money Mailer and Madison Industries.



Welcome Wagon connects millions of new movers with local businesses through its targeted direct marketing products. Each month, hundreds of thousands of suburban households across the United States receive Welcome Wagon's Gift Book packages containing incentives and advertisements for local businesses. The company helps business owners create and foster long-term relationships with new members of their communities. Founded in 1928 and acquired by Craig Swill and Steve Goodman with private equity firm Housatonic Partners in 2009, the company has developed a unique recurring marketing services model and serves a client base of more than 7,000 local businesses.

Money Mailer is widely recognized as a leader in the direct marketing industry with more than 30 years of experience delivering local deals to households. Today, the company reaches more than 17 million households with money saving offers in the mail, online, and through its mobile application. In combination with Welcome Wagon, Money Mailer will give local businesses

"Petsky Prunier helped us navigate a large universe of potential partners, including Money Mailer. We are excited to bring these two iconic brands together and redefine how local businesses reach new customers."

Craig Swill, CEO, Welcome Wagon

the ability to simultaneously reach community residents as well as the highly valuable new mover market.

Welcome Wagon's executive team of CEO Craig Swill and president Steve Goodman will continue to lead Welcome Wagon.

A team from Petsky Prunier, led by Seth Rosenfield and Michael Petsky, served as exclusive financial advisor to Welcome Wagon.

"We are delighted with the opportunity to join with Money Mailer and grateful to Petsky Prunier for their market knowledge, negotiating skills, and commitment throughout the process. They were our partners until the end of the deal. Many thanks to their team!"

Steve Goodman, President & COO, Welcome Wagon

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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