

PetskyPrunier

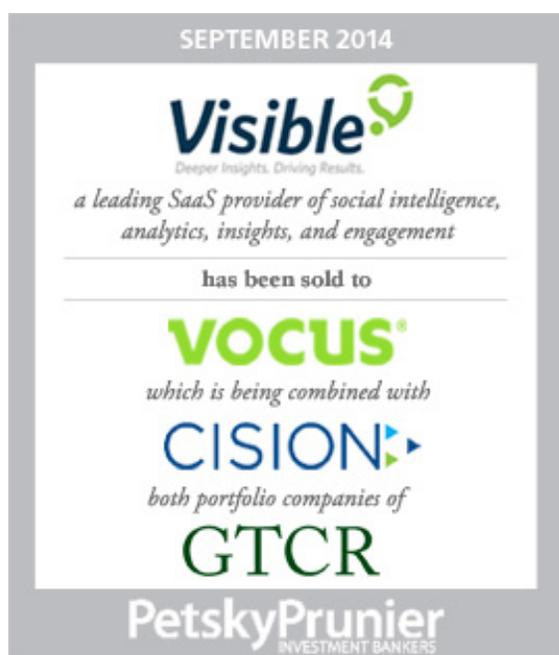
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Petsky Prunier Advises Visible Technologies, a Leader in Social Intelligence and Engagement, on its Sale to Vocus

September 17, 2014 (New York, NY) – Petsky Prunier is pleased to announce it has advised Visible Technologies, a leader in advanced social intelligence and engagement for innovative enterprises and agencies, on its sale to Vocus, Inc., a portfolio company of private equity firm GTCR. GTCR is in the process of also combining Vocus with Cision to form a premier global public relations cloud company.



Bellevue, Washington-based Visible Technologies is an industry leader in social media listening and analytics, insights, and engagement. Since its founding in 2005, Visible's SaaS-based patented platform, Visible Intelligence, and Insights Services methodology have enabled marketing professionals and business leaders at Fortune 1000 companies to transform their social media programs. The combination of leading technology and services provides real-time consumer insights that impact business decisions and drive tangible results and ROI. Forrester Research named Visible Technologies as a "Leader" in The Forrester Wave™: Enterprise Listening Platforms Q1 2014 report, citing the company as offering advanced data processing capabilities, user-friendly dashboards, and strong integration, and partnership plans.

The Visible Intelligence enterprise social media intelligence platform provides three core capabilities: social media monitoring, enriched data analytics and insights, and customer engagement. Among its significant industry differentiators, the SaaS-based software provides multiple configurable dashboards supported with unlimited, fine-grain segmentation and on-demand search and analytics that help

marketing and PR professionals track brand buzz, competitors, industry issues, market events, consumer sentiment, and trending topics in real-time across the wide breadth of global social networks. Visible Technologies' technology is enhanced with the expert analysis and insights provided by its Insights Services research and consulting team, which works to derive context and meaning from social data to help customers make informed business decisions.

Coupling Visible's social intelligence SaaS platform and insights experts with Vocus' and Cision's powerful public relations tools creates a comprehensive solution for tracking and analyzing earned, owned, and paid media that elevates brands and drives business results. Visible's technology, capabilities, and people will add a premium layer of high-touch, high-interaction client service and insights to the powerful product suite and services delivered through the combined company of Vocus and Cision. With the acquisition, Vocus, together with Cision, is demonstrating their continued commitment to investing in their software platform, content tools, and analysis to move the public relations and marketing communication industry forward.

"Petsky Prunier provided expansive market reach and valuable expertise in technology and marketing that created an effective process and, ultimately, a successful outcome for Visible."

Richard Pasewark, CEO, Visible Technologies

A team from Petsky Prunier, led by John Prunier, Sanjay Chadda, and Dylan Kearns, served as exclusive financial advisor to Visible Technologies.

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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