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Petsky Prunier Advises Steel Media on its Sale to Social Reality

November 4, 2014 (New York, NY) – Petsky Prunier is pleased to announce it has advised Steel Media, a provider of outsourced digital campaign management for video, mobile, display, and email, on its sale to Social Reality, Inc. (OTCBB: SCRI), a leader in automated digital platform technology and social management software for Internet advertising.



Founded in 1999, Steel Media provides digital ad inventory to all top ten U.S. ad agencies, as ranked by billings, along with 30 of the Fortune 100 companies, all of which rely on the company for their digital advertising needs. The company has technologies in place to dramatically optimize online display, mobile, email, and video campaigns in order to increase the effectiveness of clients' ad spends. Steel Media provides brands and ad agencies the ability to deploy, manage, and measure all of their digital advertising campaigns in one place.

The combination of Steel Media and Social Reality creates a powerful force in the digital advertising space. Together, the companies offer superior performance and technology for social data and Internet ad buy-and-sell solutions, delivered to agencies and brands by a seasoned and skilled digital sales team. The combined expertise will further enhance the quality of industry-leading technology and service, with faster delivery for customers.

In conjunction with the transaction, Social Reality announced \$25 million in financing, including a \$20 million credit facility provided by Victory Park Capital, a Chicago-based asset management firm, and \$5 million of new equity financing provided by Siskey Capital, LLC and other existing investors. Social Reality utilized a portion of the financing proceeds for the acquisition of Steel Media, with the balance being allocated to the expansion of its SSP (supply-side platform) and DSP (demand side platform) offerings, as well as to fund general working capital, growth, and corporate purposes.

“Petsky Prunier's team, led by Sanjay Chadda, is the most professional, detail-oriented deal team on the street. They successfully navigated complex, nuanced, multi-party business issues with poise, confidence, and ease, always offering constructive solutions and finding paths to come to the best solution for all sides. Petsky Prunier's knowledge of the digital media space and the depth of their contacts are unparalleled in the investment banking world. I interviewed ten investment banks prior to choosing Petsky Prunier, and had no doubt they were the right bank to handle my transaction. They were always honest, plain-spoken, and realistic about the process, timing, likelihood of closing, and potential suitors. The type of process they suggested was innovative and resulted in a successful close. I trust them completely, and they will always be my first choice for any investment banking needs. I can't speak highly enough of the firm or the process they ran.” **Richard Steel, CEO, Steel Media**

Steel Media leadership has joined Social Reality as an integral part of the newly combined entity. Richard Steel and Chad Holsinger, who previously served as Steel Media's CEO and president, respectively, will be named president and chief revenue officer of Social Reality, respectively. Social Reality's CEO and co-founder, Christopher Miglino, will continue to lead the company and will run the combined businesses.

A team from Petsky Prunier, led by Sanjay Chadda and Colleen Filipo, served as exclusive financial advisor to Steel Media.

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 nine offices across Europe. Securities transactions are processed through Petsky Prunier Securities LLC.