

# PetskyPrunier

INVESTMENT BANKERS

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## Petsky Prunier Advises DoctorDirectory on its \$65 Million Sale to Everyday Health

**November 24, 2014 (New York, NY)** – Petsky Prunier is pleased to announce it has advised DoctorDirectory.com, Inc., a provider of marketing solutions and extended reach via multichannel non-personal promotion for pharmaceutical brands, on its sale to Everyday Health, Inc. (NYSE: EVDY), a leader in digital health and wellness solutions.



Founded in 1996 and based in Asheville, North Carolina, DoctorDirectory executes digital marketing campaigns to healthcare professionals. DoctorDirectory has access to a large percentage of U.S. prescribers and provides these healthcare professionals the opportunity to participate in market research and other programs that help shape the healthcare industry.

The acquisition of DoctorDirectory will significantly expand Everyday Health's reach among healthcare professionals and enable the combined entity to offer an expanded suite of content and tools to this large audience. In addition, DoctorDirectory's expertise in utilizing data and analytics for pharmaceutical marketing programs that generate prescription lift is expected to complement Everyday Health's existing data and analytics capabilities and strengthen its ability to offer innovative marketing solutions that achieve optimal results.

The DoctorDirectory staff of approximately 80 professionals will continue to provide multi-channel pharmaceutical marketing and market research solutions to healthcare professionals from the Asheville office under the leadership of CEO Jay Grobowsky.

***“The Petsky Prunier team was professional and hands-on over the course of the process, and their skills were invaluable in driving this transaction to a successful conclusion.”***  
**Jay Grobowsky, CEO, DoctorDirectory**

A team from Petsky Prunier, led by Christopher French and Norm Colbert, served as exclusive financial advisor to DoctorDirectory.

### *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.

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