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Petsky Prunier Advises DDC Advocacy on its Sale to Omnicom's DAS Group of Companies

*Democracy Direct, DDC Advocacy's data insights platform,
further bolsters Omnicom's technology-driven advocacy capabilities*

December 10, 2014 (New York, NY) – Petsky Prunier is pleased to announce it has advised DDC Advocacy, a Washington, D.C.-based firm that conducts advocacy campaigns for major corporations, trade associations, business coalitions, and nonprofit organizations, on its sale to the DAS Group of Companies (DAS), a division of Omnicom Group Inc. (NYSE: OMC). DDC Advocacy, a major player in technology-based, fully integrated public affairs and grassroots communications, will offer its services across Omnicom's companies.



Founded in 1996, DDC Advocacy employs state-of-the-art technology and data through *Democracy Direct*, its proprietary Constituent Relationship Management (CRM) platform. The technology platform uses data-driven insights to conduct campaign-style advocacy programs that help clients achieve business and policy goals.

DDC Advocacy's capabilities span several key areas: integrated campaign-style services, including paid and earned media, experiential events, and constituent outreach through field operatives and its advocacy centers; strategic planning and media buying; market research, including audience modeling and microtargeting, geospatial social media, and database cluster/mapping analyses; and SaaS-based CRM and marketing automation platforms, including hosted websites and database management for political action committees (PACs).

The acquisition of DDC Advocacy is consistent with Omnicom's overarching strategy to leverage data and insights to achieve the best possible outcomes for their clients and their brands. Joining with DAS will help the DDC Advocacy team to expedite the company's expansion and continued innovation in the public affairs market and beyond.

"DDC Advocacy works daily with global Fortune 500 clients to achieve their critical multi-billion dollar business objectives through public relations, public affairs, and advocacy work. In selling our company to a multi-billion dollar revenue buyer, the imperative was just as critical for us, and so we chose Petsky Prunier as our advisor. We couldn't be happier with our new partners at Omnicom and the business and financial deal that Petsky Prunier took the lead in helping us strike."

B.R. McConnon, CEO, DDC Advocacy

A team from Petsky Prunier, led by John Prunier and Matthew Kratter, served as exclusive financial advisor to DDC Advocacy.

About Petsky Prunier LLC

Petsky Prunier is one of the leading investment banks in the media, marketing, eCommerce, technology, and healthcare services industries. Our firm's mergers and acquisitions and strategic capital raising 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, our international reach is enhanced through our partnership with Altium, operating from eight offices across Europe. Securities transactions are processed through Petsky Prunier Securities LLC, member of FINRA/SIPC.

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