

PetskyPrunier

INVESTMENT BANKERS

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Petsky Prunier Advises MediMedia on its \$120 Million Sale of MediMedia Pharma Solutions to ICON

March 4, 2015 (New York, NY) – Petsky Prunier is pleased to announce it has advised MediMedia USA, Inc., a portfolio company of Vestar Capital Partners, on the sale of MediMedia Pharma Solutions to ICON plc (NASDAQ: ICLR), a global provider of drug development solutions and services to the pharmaceutical, biotechnology, and medical device industries.



Headquartered in Yardley, Pennsylvania, MediMedia Pharma Solutions includes MediMedia Managed Markets and Complete Healthcare Communications. MediMedia Managed Markets is a leading provider of strategic payer-validated market access solutions. Complete Healthcare Communications is one of the leading medical and scientific communication agencies working with medical affairs, commercial, and brand development teams within life science companies. MediMedia Pharma Solutions has supported hundreds of development launches and in-market products, spanning more than 40 therapeutic classes.

The acquisition of MediMedia Pharma Solutions strengthens ICON's expertise in scientific communications and market access, and together with ICON's existing Commercialisation and Outcomes practices, creates the industry's leading integrated scientific communications and market access solution.

A team from Petsky Prunier, led by Christopher French and Anil Kuruganti, served as a financial advisor to MediMedia USA.

“Petsky Prunier has been a long-standing transaction advisor. Their deep experience and expertise in the healthcare industry is unmatched. Petsky Prunier provided invaluable support throughout the entire process, which ultimately led us to the best strategic buyer.”

Tim Search, President, MediMedia Pharma Solutions

“Petsky Prunier has been a strategic partner of MediMedia for many years. Petsky Prunier exceeds our expectations and delivers top results. We value their guidance and expertise, and we look forward to working with Petsky Prunier again.”

Andrew Cavanna, Managing Director, Healthcare Co-Head, Vestar Capital Partners

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 investment bank Altium, which operates from nine offices across Europe. Securities transactions are processed through Petsky Prunier Securities LLC.