

PetskyPrunier

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Petsky Prunier Advises Cambridge BioMarketing on its Sale to Everyday Health

March 27, 2015 (New York, NY) – Petsky Prunier is pleased to announce it has advised Cambridge BioMarketing Group, LLC, the leader in strategic launch and marketing solutions for orphan and rare disease products, on its sale to Everyday Health, Inc. (NYSE: EVDY), a leader in digital health and wellness solutions.



The acquisition of Cambridge BioMarketing will broaden Everyday Health's strategic marketing and communications solutions to pharmaceutical brands targeting the orphan and rare disease segments of the market. The orphan and rare disease market is estimated to grow from \$90 billion in 2013 to \$176 billion by 2020, accounting for approximately 19% of all branded-drug sales by 2020, up from approximately 9% percent in 2006. Commercializing in markets with small global patient populations requires sophisticated and highly targeted digital marketing capabilities. For existing Cambridge BioMarketing clients, the acquisition will add to the company's digital analytic, executional, and strategic services focused on these unique populations, while increasing access and visibility across a wide range of media channels.

Everyday Health intends to utilize its existing audience, content, and data assets to enable Cambridge BioMarketing's customers to directly engage with consumers and healthcare professionals, as well as to provide more robust content offerings focused on orphan and rare diseases. For example, Everyday Health's MedPage Today news platform will better educate physicians on the treatment of rare and orphan diseases and directly connect them with other healthcare professionals that treat these patients. Likewise, Everyday Health, through its existing relationship with MayoClinic.org, will leverage their premier content and tools focused on rare and orphan diseases.

Cambridge BioMarketing has approximately 70 employees with extensive clinical, creative, digital strategy, and pharmaceutical marketing expertise that spans multiple stages of development and audiences ranging from patients to physicians to payors. Cambridge BioMarketing's CEO Maureen Franco will continue to lead the Cambridge BioMarketing business together with the existing management team.

A team from Petsky Prunier, led by Christopher French, John Prunier, and Matei Sanders, served as exclusive financial advisor to Cambridge BioMarketing Group.

"We hired Petsky Prunier in 2013, long before we were ready to go to market, in order to prepare thoughtfully for the eventual sale process. Nobody in the investment banking world knows healthcare like they do, and the Petsky Prunier team generated a custom strategy, managed an extensive outreach process, developed multiple offers from strategic and financial parties, and, ultimately, closed with an outstanding new partner. Petsky Prunier is a strong long-term partner, and they delivered great results for us."

Steve West, Chairman, Cambridge BioMarketing Group

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.

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