

PetskyPrunier

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Petsky Prunier Advises Social Media Link on its Sale to From You Flowers

April 13, 2015 (New York, NY) – Petsky Prunier is pleased to announce it has advised Social Media Link, a leading provider of software-driven social media brand advocacy solutions, on its sale to From You Flowers, LLC, an eCommerce retailer of jewelry, as well as flowers, plants, and personalized vases. From You Flowers is a portfolio company of Tenth Avenue Commerce, an affiliate of Tenth Avenue Holdings, LLC.



Founded in 2009, Social Media Link is an advocacy activation company that amplifies social media conversation for brands. Social Media Link makes it easy for brands to activate impactful and trusted reviews and recommendations across social media, triggering action and leading consumers through the path to purchase. The company's robust advocate marketing solutions allow marketers to seamlessly cultivate and mobilize targeted consumers to share reviews and content with the social audiences they influence.

Social Media Link fosters a community of 550,000 passionate influencers and works with brands to connect them with their target audience from that community. The company's platform features a proprietary Single-Click SharingSM technology to easily amplify brand evangelists' recommendations in the social media space. As community members voice their opinions on Facebook, Twitter, Pinterest, and other social networks, brands gain greater visibility and trust through consumer reviews. Social Media Link has worked with a number of brands, including major corporations, like Unilever, P&G, Nestle, Pfizer, and NBC to bolster their advocate marketing programs.

The Social Media Link acquisition will expand From You Flowers' portfolio of digital brands, demonstrating the eCommerce retailer's focus on customer-driven digital strategies.

A team from Petsky Prunier, led by Michael Petsky, Sanjay Chadda, and Anil Kuruganti, served as exclusive financial advisor to Social Media Link.

“Petsky Prunier was able to generate extensive interest around the Social Media Link story and the robust revenue and profitability growth we've achieved over the past few years. The team's sound advice and judgement was invaluable throughout the entire M&A process. From You Flowers is a great strategic fit for us and we're excited about what we can accomplish together.”

Susan Frech, CEO Social Media Link

“Petsky Prunier’s knowledge of the rapidly evolving digital media, marketing, and software markets combined with its high-touch advisory expertise was instrumental in driving a successful outcome for the shareholders and the employees.”

Brian Martin, Executive Chairman and Majority Shareholder, Social Media Link

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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