

PetskyPrunier

INVESTMENT BANKERS

60 Broad Street, 38th Floor • New York, NY 10004
(212) 842-6020 • Fax (212) 842-6039
www.petskyprunier.com

Contact: Amy LaBan
(212) 842-7126
alaban@petskyprunier.com

Petsky Prunier Advises eCommerce Media Network BrandShare on its Sale to Aperion Management and Leeds Novamark Capital

April 29, 2015 (New York, NY) – Petsky Prunier is pleased to announce it has advised BrandShare on its sale to private equity investor Aperion Management, LLC and Leeds Novamark Capital. The recapitalization also included participation from industry executive Steven Trepp and existing management.



BrandShare, the leading eCommerce media network in the United States, provides exclusive access for marketers of consumer packaged goods and other blue chip advertisers to reach consumers in their homes through a variety of means, including custom content (both digital and printed), offers, coupons, and samples in eCommerce packages from leading online retailers. The company is headquartered in New York City with offices in Philadelphia and Chicago.

Led by its president and co-founder, Doug Guyer, and SVP of sales business development, Bekki Gredinger, BrandShare's management team will remain significant investors in the company and will continue to manage day-to-day operations in partnership with Steven Trepp, Aperion, and Leeds Novamark Capital. The transaction provided liquidity for successful entrepreneur and majority owner, Brian F. Martin, who was an early investor and the executive chairman of BrandShare. Brian invested in BrandShare in 2010 and

helped guide the company's strategy through its eventual successful sale.

Steven Trepp is a successful digital media and marketing services industry veteran who previously held senior leadership roles at FreshSpace Media, Ticketmaster Online-Citysearch, Evite.com, and TMP

Worldwide. In conjunction with the transaction, Steven Trepp and Aperion also announced the launch of AT Media Group, LLC, a private equity vehicle that will focus on investments in digital media and marketing services.

"I have hired Petsky Prunier four times. Each time they delivered. I look forward to the next one."

Brian F. Martin, Executive Chairman, BrandShare

Aperion Management, formed in 2006, is a private equity firm that seeks to invest in small to mid-size businesses valued between \$15 million and \$150 million with solid fundamentals and attractive growth prospects. Aperion seeks to partner with driven management teams to identify key business drivers and unlock opportunities for value creation and growth. Aperion's investment in BrandShare and AT Media Group, LLC represent its third platform transaction in the last twelve months. BrandShare will join Aperion platform companies RoadSafe Traffic Systems, Inc., Stella Environmental Services, LLC, Tri Con Works, LLC, and Ontario Drive & Gear Limited.

Leeds Novamark Capital is a licensed small business investment company with more than \$235 million of capital under management that provides debt and equity capital to lower middle market companies. The firm invests across a broad range of industries and typically provides between \$5 million and \$20 million of capital to companies in support of buyouts, recapitalizations, refinancings, and acquisition and growth financings.

A team from Petsky Prunier, led by Sanjay Chadda and Dylan Kearns, served as exclusive financial advisor to BrandShare.

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.

###