

PetskyPrunier

INVESTMENT BANKERS

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Petsky Prunier Advises Datamyx on its Sale to Deluxe Corporation at a Valuation of Approximately \$160,000,000

October 19, 2015 (New York, NY) – Petsky Prunier is pleased to announce it has advised Datamyx LLC, the leading independent provider of marketing data and analytics solutions, powered by a proprietary SaaS platform, for the broader financial services industry, on its sale to Deluxe Corporation (NYSE: DLX), a provider of small business marketing and financial services, for approximately \$160 million. Datamyx was a portfolio company of New York-based private equity firm Halyard Capital.



*Approximate Value

Datamyx, headquartered in Boca Raton, Florida, provides marketing data and analytics solutions to financial services institutions. Datamyx's solutions, powered by a proprietary SaaS platform that leverages thousands of attributes, tri-bureau credit, and other risk-related data, as well as sophisticated analytics, enable the company's clients to create measurable marketing programs that attract and engage highly targeted, qualified consumers. Through subscription-based, Data-as-a-Service (DaaS) solutions, Datamyx helps clients maximize response rates, increase marketing efficiencies, facilitate revenue growth, and improve customer retention. Utilizing its proprietary consumer database with more than one billion records and 4,000 attributes, as well as its highly advanced technology platform, the company provides marketers with actionable insights that help maximize return on investment for customer acquisition, cross-selling, and retention marketing strategies.

The acquisition of Datamyx will further strengthen Deluxe's financial services segment, in addition to creating a significant strategic opportunity as the company continues to grow its marketing solutions and other services and product offerings. Deluxe paid approximately \$160 million in cash for the acquisition.

Deluxe is a growth engine for small businesses and financial institutions. Nearly 4.6 million small business customers access Deluxe's wide range of products and services, including customized checks and forms, as well as website development and hosting, email marketing, social media, search engine optimization, and logo design. The company offers industry-leading programs in checks, customer acquisition, fraud prevention, and profitability for approximately 5,600 financial institution customers.

A team from Petsky Prunier, led by Sanjay Chadda, Michael Petsky, and Colleen Filipo, served as exclusive financial advisor to Datamyx and Halyard Capital.

"Petsky Prunier ran an incredible process for us. From the number of strategic parties they know and the superior relationships they have with private equity firms, to the numerous strong offers and constant senior level support, they exceeded our expectations at every turn. We have hired them twice, successfully, and look forward to the next one".

Ben Waldshan, CEO, Datamyx

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 merger and acquisition and private placement 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. We offer international reach through our partnerships with investment bank Altium in Europe as well as China-based The Mountain Capital Group. In India, Petsky Prunier works with Allegro Advisors and o3 Capital. Securities transactions are processed through Petsky Prunier Securities LLC, a member of FINRA and an affiliated entity.

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