

PetskyPrunier

INVESTMENT BANKERS

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Petsky Prunier Advises The Carlyle Group and H.I.G. Growth Partners' portfolio company Media Properties Holdings including AdMore, a leader in programmatic television, and REVShare on its sale to Cannella Response Television

January 28, 2016 (New York, NY) – Petsky Prunier is pleased to announce it has advised Media Properties Holdings (MPH), parent company to the leading automated programmatic television advertising platform AdMore, as well as REVShare, the pioneer of cost-per-acquisition (CPA) advertising for the television industry, on its sale to Cannella Response Television, a direct response television (DRTV) media provider. MPH was a portfolio company of private equity firms The Carlyle Group and H.I.G. Growth Partners.



AdMore, MPH's largest and fastest growing business, optimizes TV campaigns that empower brands to more effectively and efficiently reach a targeted audience at scale. AdMore's enhanced, data-driven TV buying solution provides value to both television networks and national advertisers. AdMore, which reaches more than 110 million English and Spanish-speaking TV homes across 200 different cities, can access key inventory from more than 1,700 local broadcast stations, national cable networks, cable systems, cable interconnects, and program syndicators throughout the U.S. The nation's leading national brands are already shifting billions of dollars in traditional media buying toward these data-driven solutions in response to continued audience fragmentation plaguing the Big Four broadcast channels, and millions of consumers now accessing streaming digital video via multiple devices.

REVShare, with its proprietary technology, is uniquely able to target premier television commercial dayparts, as well as translate the efficiency of CPA schedules by delivering traditional viewership

metrics. REVShare optimizes and distributes TV commercials across its national network and provides documented engagement to brands in diverse industries, including pharmaceuticals, real estate, financial services, travel, sports, and wellness. Its "unwired network" reaches more than 110 million TV households, delivering more than \$1 billion of billings and nearly 30 million TV airings to-date. MPH also operates Lead Generation Technologies (LGT), which creates television spots that generate consumer engagement and then monetizes those qualified leads through an online bidding system.

Both Cannella and REVShare will benefit from the continued surge in AdMore's growth as traditional media buying transitions to programmatic's "big data" to drive media spending and verification of reach.

In 2009, in a transaction advised by Petsky Prunier, ZMC and affiliates of Palladium Equity Partners, along with Veronis Suhler Stevenson, invested in Cannella; they will continue to hold their investments in the combined entity.

Petsky Prunier, with a team led by Sanjay Chadda, Partner & Managing Director, and Matthew Kratter, Managing Director, served as exclusive financial advisor to Media Properties Holdings.

"The exponential growth of our AdMore programmatic TV business for brand marketers attracted substantial attention in the past 12 months. We worked with Petsky Prunier to choose the right buyer from a group of pre-existing parties and new parties they brought to the table, including Cannella Response Television, and closed with them resulting in a great deal for everyone."

Brendan Condon, CEO, Media Properties Holdings

About Petsky Prunier LLC

Petsky Prunier is one of the leading investment banks to the technology, media, marketing, eCommerce, and healthcare industries. Our firm's merger and acquisition advisory and private placement capital raising 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 global reach supplemented through our partnerships with investment bank Altium in Europe, as well as The Mountain Capital Group in China and Allegro Advisors and o3 Capital in India. Securities transactions are processed by Petsky Prunier Securities LLC, a member of FINRA and an affiliated entity of Petsky Prunier.

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