

PetskyPrunier

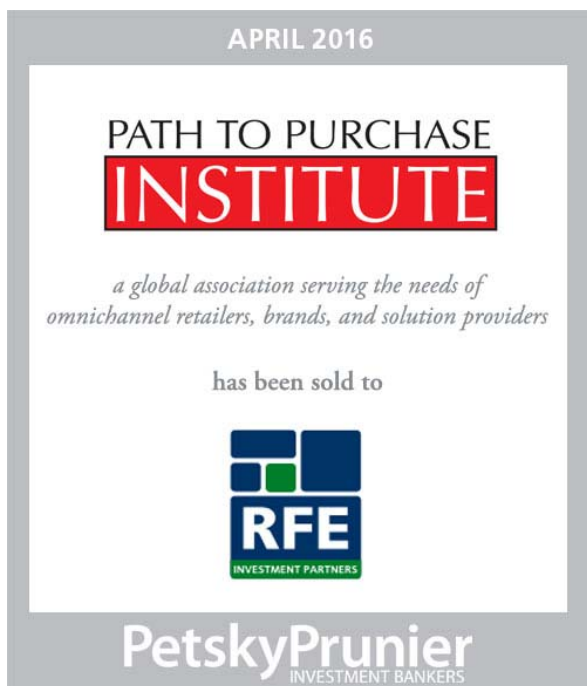
INVESTMENT BANKERS

60 Broad Street, 38th Floor | New York, NY 10004
212.842.6020 | www.petskyprunier.com

Contact: Danielle Lindsay
212.842.6029
dlindsay@petskyprunier.com

Petsky Prunier Advises the Path to Purchase Institute on its Sale to RFE Investment Partners

April 11, 2016 (New York, NY) – Petsky Prunier is pleased to announce that it has advised the Path to Purchase Institute, a global association serving the needs of omnichannel retailers, brands, and solution providers along the path to purchase, on its sale to private equity firm RFE Investment Partners.



“For the entire process, from our first exploratory meeting through the final close, our team at Petsky Prunier was extremely supportive. They provided insights, advice, explanations, counsel, and encouragement in the right doses, whenever needed. We hoped we would find the perfect partner to help us take our business to a whole new level. With Petsky Prunier, we accomplished that objective and our future is brighter than ever.”

**Peter Hoyt, CEO & Executive Director,
Path to Purchase Institute**

The Institute engages, informs, and empowers its members and the industry at-large through a variety of platforms, while fostering best practices and a deeper understanding of all marketing efforts and touchpoints that influence and culminate in purchase decisions. The company will continue to champion shopper-centric thinking to help define the ongoing evolution of consumer marketing and the overall shopping experience.

The Institute will operate in close collaboration with Stagnito Business Information + Edgell Communications, which was also recently acquired by RFE. The combination of these organizations under the RFE umbrella establishes a comprehensive and fully integrated suite of digital and print media, events, data/information services, research services, and professional training. The combined entities create the largest collective audience of influencers and decision makers across functions and markets encompassing the \$750 billion retail/CPG marketplace.

The brand strategy for businesses and assets acquired by RFE will be introduced in coming months. Both entities will operate independently under the direction of an executive board led by RFE executive chairman Alan Glass. Peter Hoyt, CEO and executive director of the Path to Purchase Institute, and Kollin Stagnito, CEO and president of Stagnito + Edgell, will each report to Mr. Glass.

RFE Investment Partners is a private equity investor with more than 35 years of experience investing in growing companies in partnership with strong management teams.

A team from Petsky Prunier, led by managing director Seth Rosenfield and partner & managing director Sanjay Chadda, served as exclusive financial advisor to the Path to Purchase Institute.

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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