

Petsky Prunier Advises Brand Connections on its Sale to Advantage Solutions

August 8, 2017 (New York, NY) – Petsky Prunier is pleased to announce it has advised Brand Connections, an independent consumer promotions, retail marketing, and shopper marketing services company, on its sale to Advantage Solutions. Brand Connections was previously a portfolio company of private equity firm Veronis Suhler Stevenson (VSS).



Brand Connections creates and executes digitally integrated marketing campaigns that enhance brand awareness, influence consumers on their path-to-purchase, and increase sales for consumer packaged goods (CPG) brands and national retailers. The company is retail-centric and digitally savvy across all divisions, fulfilling the needs of its clients through its full suite of in-house capabilities, including a strong focus on retail and shopper in-store marketing programs, sampling and fulfillment services, digital media, digital consumer promotions, and experiential solutions, among other services.

For every client engagement, Brand Connections assigns dedicated account teams with expertise across multiple capabilities, including strategy, creative, and technology. This breadth of experience leads to

innovative, integrated solutions and reduces the time and cost for clients to launch effective marketing programs. The company has more than 60 team members in its New York City headquarters with an additional 370 field team members across the U.S., and offices in Boston, Chicago, Denver, Montclair (New Jersey), Miami, Minneapolis, and Orlando.

Advantage is a leading business solutions provider committed to driving growth through winning insights and execution. Advantage's customizable and technology-enabled sales and marketing solutions, including headquarter sales, retail merchandising, business intelligence, and a full suite of marketing services, are designed to help manufacturers and retailers across a broad range of channels drive consumer demand,



increase sales, and achieve operating efficiencies. Headquartered in Irvine, California, Advantage has offices throughout the United States and Canada and maintains a platform in select markets throughout Africa, Asia, Australia, and Europe through which it can service global needs of multi-national manufacturers.

Petsky Prunier, with a team led by Sanjay Chadda and Colleen Filipo, served as exclusive financial advisor to Brand Connections.

About Petsky Prunier LLC

Petsky Prunier is one of the leading investment banks to the technology, media, marketing, information, 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 global reach supplemented through our partnerships in China and India. Securities transactions are processed through Petsky Prunier Securities LLC, a member of FINRA, and an affiliated entity.

For further information: Amy LaBan, 212-842-7126, alaban@petskyprunier.com

###