

PetskyPrunier
INVESTMENT BANKERS

SPOTLIGHT

dinner

November 4, 2009
The Penn Club
New York City

PetskyPrunier
INVESTMENT BANKERS

SPOTLIGHT dinner

AGENDA

November 4, 2009

The Penn Club

New York City

6:30-7:30

Reception

7:30

Dinner

7:45

Speakers

Jeff Hirsch

President and Chief Executive Officer, AudienceScience

Omar Tawakol

Founder and Chief Executive Officer, BlueKai

Dana Ghavami

Founder and Chief Executive Officer, CheckM8

Peter Clemente

Chief Marketing Officer, intertainment Broadcasting Corp.

Ajay Sravanapudi

Founder, President and Chief Executive Officer,
LucidMedia Networks

Geoff Cook

Chief Executive Officer, myYearbook

Zephryn Lasker

Co-Founder and Chief Executive Officer, Pontiflex

Laurence Hallier

Founder and Chief Executive Officer, Show Media

Eyal Yechezkel

Co-Founder and Chief Executive Officer, Snackable Media
(formerly NextWeb Media)

Damon Ragusa

President and Chief Executive Officer, ThinkVine

Calvin Lui

President and Chief Executive Officer, Tumri

Dennis Roche

President and Chief Operating Officer, Zoom Media & Marketing

Ken Willner

Chief Executive Officer, Zumobi

9:00-10:00

Cocktails & Networking

*Please contact us if you would like to
arrange a meeting or call with one of
these presenters outside of this event.*

Jeff Hirsch

President and Chief Executive Officer, AudienceScience

An online media pioneer, Jeff Hirsch has spent the last 12 years building successful media companies and growing his knowledge and reputation as an Internet guru. As president and CEO of AudienceScience, Jeff is responsible for building the company's world class audience targeting marketplace by leveraging AudienceScience's superior technology to deliver audiences for digital advertisers and real value for online publishers globally. Prior to joining AudienceScience, Jeff was SVP of Business Development for ValueClick, Inc., where he orchestrated building and strengthening the company's cross-divisional publisher relationships. Jeff joined ValueClick from Fastclick, where he served as chief revenue officer for more than four years. While at Fastclick, Jeff was instrumental in building and establishing the company as a premiere internet advertising network business that was purchased by ValueClick in 2005 for more than \$210 million. In 1988, Jeff founded Xymox Systems, Inc. (now Xytech Systems), which he ultimately sold in 1995 after steering the company to a position on the 1994 *Inc. 500* list of the fastest-growing private companies. Jeff holds a bachelor's degree from the University of California, Santa Barbara, where he graduated with honors.



About AudienceScience

AudienceScience (formerly Revenue Science) is a technology-centric media company focused on the science of online marketing. AudienceScience is the only company worldwide to offer both an audience technology platform and a targeting marketplace, recording billions of behavioral events daily and reaching more than 385 million unique Internet users. AudienceScience technology empowers Web publishers, marketers, networks, exchanges, and agencies to create intelligent audience segments to connect people with relevant advertising driving the transition to data-driven audience marketing online. Delivering targeted campaigns since 2003, AudienceScience serves more targeted ads worldwide than any other company for clients, including Financial Times, Gannett, Jumpstart Automotive Media, New York Times Digital, NikkeiNet, Reuters.com, The Guardian.co.uk, Univision.com, and Wall Street Journal Digital. www.audiencescience.com

Omar Tawakol

Founder and Chief Executive Officer, BlueKai

As chief executive officer at BlueKai, Omar Tawakol is responsible for the overall management, growth, and vision for the company's groundbreaking exchange business. Prior to founding BlueKai, Omar was the chief advertising officer of Medio Systems, the leading provider of mobile search and advertising solutions for carriers such as Verizon and T-Mobile. He joined Medio from Revenue Science, where, as chief marketing



officer and general manager, he was instrumental in founding and growing the company's leading behavioral targeting businesses, which provide services for many of the largest Internet publishers. There he was actively involved with key industry leaders in defining standards for behavioral targeting. Omar earned Master of Computer Science and Industrial Engineering degrees from Stanford University and a Bachelor of Engineering degree from MIT. While at Stanford, he was a computer science researcher in the Stanford Logic Group as well as at HP Software Labs. Omar's research on formalizing context was published in the American Association of Artificial Intelligence. Omar is also an active speaker and commentator on topics such as behavioral targeting, mobile advertising, and consumer privacy. He was recently listed in *Media Magazine's Media 100* for 2008.

About BlueKai

BlueKai created the first online data exchange designed with consumer transparency and control in mind. By aggregating valuable shopping and research activities across the Internet, BlueKai is building the world's largest database of true intenders. Unlike ad networks, BlueKai does not sell ads or impressions; it simply provides data on-demand for marketers, ad networks or publishers to boost the quality and scale of ad targeting initiatives. Data providers earn revenue in a privacy friendly way. The BlueKai Registry enables consumers to see what marketers know about them, edit their online preferences, and gain rewards in charitable donations. The privately-held company is based in Bellevue, Washington and is a recipient of the AlwaysOn 2009 OnMedia 100 award as a Technology Innovator in Advertising. www.bluekai.com

Dana Ghavami

Founder and Chief Executive Officer CheckM8



Dana Ghavami founded CheckM8 in 2000 and has served in various leadership capacities in the company until becoming CEO in 2007. As CEO, he is responsible for the company's strategic direction, including pioneering interactive ad technology platforms, developing strategic partnerships, establishing North American and global operations, and managing investor relations. Prior to forming CheckM8, Dana was involved in web development projects for various companies and universities, establishing an online presence in the areas of content distribution and commercial promotion, including Rutgers University and Action Entertainment. Dana holds a B.S. in Economics and Computer Science from Rutgers University. He is also a Laureate of the Computerworld Honors Program, a distinguished Information Technology vision and leadership award chaired by global IT leaders.

About CheckM8

CheckM8 offers the online advertising industry the most modern and advanced technologies to maximize ad revenues and operational efficiencies. CheckM8 ad management platforms independently empower digital content providers to monetize display and premium advertising with unparalleled inventory, rich media, and video yield. CheckM8 is the trusted partner for more than 100 leading media

brands, networks, and service providers worldwide including CCI of Dentsu, Nielsen, Terra Networks, Time Inc., and the Washington Post. Founded in 2000, CheckM8 is based in New York City with partner offices in Asia and Latin America and R&D facilities in Tel Aviv. www.checkm8.com

Peter Clemente **Chief Marketing Officer,** **entertainment Broadcasting** **Corp.**



Peter Clemente is a digital media veteran with more than 20 years of experience in media and entertainment. He currently serves as chief marketing officer and SVP of Corporate Development for entertainment Broadcasting Corp (iBC), an innovative marketing & media production company based in Irvine, California. Prior to iBC, Peter served as chief marketing officer and corporate development officer for the maniaTV Network, an internet television company. Peter also held senior management positions at Sony Corp., including SVP of Direct Marketing at Sony Pictures, and VP of Customer Relationship Management at Sony Music, where he was responsible for developing the company's first global CRM initiative with responsibilities in the US, Europe, and Asia. Peter and his team were responsible for launching a variety of new direct-to-consumer businesses for Sony, including highly profitable music and ringtone businesses. Peter later replicated his successes at Sony Pictures, where he led the film division's direct marketing efforts. Prior to his work with Sony, Peter served as CEO of Oddcast, Inc., a media applications company and leader in the market for online virtual hosts, as VP of Entertainment for Cyber Dialogue, an analytical CRM firm acquired by Yankelovich Partners, and as a senior analyst at IDC in the Emerging Markets practice.

About entertainment Broadcasting Corp (iBC)

iBC is a development stage and media company, positioned for growth, which offers a win-win situation to consumers and retailers. iBC connects advertisers directly with consumers via an interactive morning television program broadcast seven days a week on the E! entertainment television network. Viewers can purchase gift cards from a variety of retailers and receive a bonus "cash back" award with each purchase during the CHASEit™ segments. CHASEit segments will occur four times an hour within the live morning breakfast show, replacing the standard commercial time slots. These segments offer an opportunity for advertisers to obtain television ad time without any cash outlay, and at the same time, be able to quantify the success of their ad dollars, spending only on those consumers who purchase gift cards. www.ibt.tv

Ajay Sravanapudi **Founder, President and Chief** **Executive Officer, LucidMedia** **Networks**



Ajay Sravanapudi is an interactive media veteran with a deep understanding of the display advertising industry. As the business and technology driving force behind the LucidMedia Network and the patented ClickSense® platform, Ajay has spent the last three years transforming the company from its roots in enterprise knowledge management to a leading player in the online advertising space. Initially focused on solving various targeting challenges that faced advertisers and publishers, Ajay pioneered the creation of a revolutionary new contextual meta-network that is now leveraged by the industry to lift online revenue, maximize yield, and increase return on ad spend. The result is a new network that provides a level of brand safety, quality control, and impression level transparency that had always eluded the display advertising industry. Ajay was the founding CTO of LucidMedia and held that role until February 2007. Previously, he was the vice president of Product Architecture at Versatility, where he led the development of large scale call centers and enterprise CRM software. Ajay has also held high-level technology positions at American Management Systems and OMC Computers Ltd. He received a M.S. in Information Management from Penn State University and a B.S. from IIT Madras.

About LucidMedia Networks

LucidMedia is an online contextual advertising platform and meta-network focused on optimizing display advertising performance for advertisers and their agencies, as well as ad networks and publishers. Through its patented ClickSense contextual advertising and targeting engine, LucidMedia categorizes traffic from many of the Web's most respected networks and exchanges, providing advertisers with a way to more effectively target online advertising inventory and increase their return-on-spend. Formerly known as Entrieva, LucidMedia was founded in 1999 and launched ClickSense in 2004. www.lucidmedia.com

Geoff Cook **Chief Executive Officer,** **myYearbook**



In 2005, Geoff Cook became the CEO of myYearbook, joining forces with myYearbook's teenage founders – Catherine Cook, age 15, and David Cook, age 16 – Geoff's sister and brother. Geoff was instrumental in raising more than \$20 million in angel financing, venture capital, and venture debt to build the young company into a leading social media destination with more than 10 million uniques and two billion pageviews per month. Geoff previously founded EssayEdge.com and ResumeEdge.com from a Harvard dorm, built them into category leaders over the course of seven years, and sold them to the Thomson Corporation in 2003. Geoff has an A.B. in Economics from Harvard University.

About myYearbook

Founded by brother-and-sister teen entrepreneur duo Dave and Catherine Cook, myYearbook.com is the best place to engage teens. According to comScore, myYearbook is one of the 25 most trafficked sites in the United States as measured by time spent and pageviews. It is also the largest site in the comScore Teens category by a wide margin in visits, minutes, and pageviews. myYearbook has grown from a single high school to more than 20 million members. The average myYearbook member visits the site nine times per month and spends 20 minutes per visit, making myYearbook one of the most engaging social media destinations on the internet. www.myYearbook.com

Zephrin Lasker **Co-Founder and Chief Executive Officer, Pontiflex**

Zephrin Lasker has been involved with online marketing since its inception more than a decade ago. Zephrin is also a serial entrepreneur, having successfully launched two start-ups prior to Pontiflex. In the course of his career, Zephrin has played a key role in shaping campaign successes for a variety of clients, including Sprint, Cendant, Earthlink, and eFax, helping them acquire more than eight million new customers. Prior to co-founding Pontiflex, Zephrin founded The North Road Group, an interactive agency. He has also worked as vice president of Business Development at i33 Communications, where he managed sales and technical teams to help deliver new customers, launch state-of-the-art websites, and deploy cutting edge marketing initiatives. Prior to i33, Zephrin worked at Commerce One Global Services managing Sprint's new web initiatives. He has also co-founded the e-commerce company Beautility, where he served as chief operating officer. Zephrin has a background in corporate finance. He has worked for Dresdner Kleinwort Benson in the areas of corporate finance and mergers and acquisitions and began his career as an equity analyst at Creditanstalt in Prague. He has a B.A. degree from Reed College, is an avid fly fisherman, and is currently learning how to spey cast.

About Pontiflex

Pontiflex is the first open and transparent cost per lead (CPL) market. Advertisers connect to interested consumers through Pontiflex and pay only for brand-specific marketing leads, not just clicks or impressions that might never convert. Pontiflex AdLeads offers publishers, advertisers and agencies a single point of connection for CPL media buying, management, and optimization. Because Pontiflex AdLeads is open, advertisers and publishers can manage all of their campaigns (even those not generated through Pontiflex) for no charge. Because Pontiflex AdLeads is transparent, advertisers can optimize campaigns by mapping leads to their sources and increase returns even further. Advertisers use Pontiflex to generate marketing leads for their acquisition campaigns, newsletters, direct marketing, and member loyalty programs. Pontiflex is proudly backed by New Atlantic Ventures, Greenhill SAVP, and RRE Ventures. www.pontiflex.com



Laurence Hallier **Founder and Chief Executive Officer, Show Media**

Laurence Hallier is the founder and CEO of Hallier Investments, which includes Hallier Properties & Show Media. Hallier Properties is a real estate development company with over \$1 billion in completed commercial and residential projects. Show Media is a diverse outdoor advertising company that currently operates taxi tops in New York. In 2009, Show Media was included in the *Inc. 500* list with three-year sales growth of 722%. In 1998, Laurence launched a prior company, also called Show Media, which became the fastest growing billboard company in Las Vegas. In 2004, Clear Channel (NYSE: CCO) purchased the billboards assets from Show Media for \$31 million. In 1995, Laurence launched Taxi Tops with a \$25,000 investment, which included 200 taxi tops under contract in Phoenix, Arizona. By 2000, the business had grown to be the largest taxi advertising company in the United States, with more than 10,000 taxis under contract in 13 markets and was sold to Clear Channel (NYSE: CCO) for \$125 million cash. Prior to Taxi Tops, Laurence was the owner of Passport Magazine and Destination Arizona, the leading tourist publication in Arizona. Laurence was born in London, England, raised in Paris, France, and moved with his family to the United States in 1979.

About Show Media

Show Media is an outdoor advertising company focused on taxi tops in NYC and billboards in NYC and LA. The company's inventory spans approximately 3,000 taxi tops and billboards. www.showmedia.com



Eyal Yechezkel **Co-Founder and Chief Executive Officer, Snackable Media (formerly NextWeb Media)**

Eyal Yechezkel co-founded Snackable Media in 1999 and has been the company's leading voice ever since. Today, as the company's chief executive officer, Eyal continues to lead Snackable Media's dynamic team in building the company's portfolio of unique digital products and direct marketing programs. Eyal's true entrepreneurial spirit, leadership, creativity, and drive for results continue to be the key ingredients in establishing Snackable Media as a leader in the digital marketplace. Eyal was born in Haifa, Israel and graduated with a B.A. in Finance from Florida Atlantic University. He enjoys spending time with his family and playing soccer.

About Snackable Media

Snackable Media delivers exclusive digital products to millions of consumers through mobile and online channels. The company's



high-converting offers satisfy the craving for “bite-sized” nuggets of entertainment and information, generating some of the industry’s highest eCPMs. A direct marketing success story that began more than ten years ago as NextWeb Media, the evolution of Snackable Media includes premium mobile services and online networks ranking among today’s top brands. Plus, its key alliances with media and telecommunications companies position them to carry this success well into tomorrow. The company continues to offer fast payouts, real-time reporting, and a savvy, veteran team with years of experience developing and supporting innovative, market-leading products and services. www.snackablemedia.com

Damon Ragusa **President and Chief Executive** **Officer, ThinkVine**

An accomplished entrepreneur and technology pioneer, Damon Ragusa has successfully transitioned ThinkVine from a custom solutions consultancy into one of the fastest growing software-as-a-service (SAAS) enterprises in the marketing optimization space. In early 2009, ThinkVine launched The Emerging Marketplace™, one of the most disruptive technologies to come out of the marketing optimization space since the 1980’s. Under Damon’s leadership, ThinkVine has produced triple digit annual growth in software revenue, expanded its client base six-fold, and generated a culture that has attracted top talent from across the industry. A popular speaker known for his domain expertise and thought leadership, Damon is frequently asked to present at such conferences as ad:tech, American Marketing Association (AMA), University of Georgia’s School of Marketing and the Advertising Research Foundation (ARF) and the Institute for International Research. Damon has held partner and senior level positions at management consulting, marketing science and software development firms and holds degrees in Quantitative Studies and Psychology from Bowling Green State University and has conducted advanced studies in both Business Administration and Computer Science.

About ThinkVine

ThinkVine helps some of the world’s most respected companies make smarter marketing investments. Its marketing simulation & planning platform, The Emerging Marketplace, reveals the future impact of different marketing plans on different groups of consumers. By taking a simulation approach, marketers can run an unlimited number of “what if” scenarios and turn marketing planning into an iterative and responsive process. ThinkVine is currently deployed in consumer packaged goods (CPG), food and beverage, legal services, pharmaceutical, technology, and other vertical markets. www.thinkvine.com



Calvin Lui **President and Chief Executive** **Officer, Tumri**



Calvin Lui is responsible for the overall strategy and day-to-day operations of Tumri. Calvin joined the company with more than 12 years of experience in general management, team building, and organizational leadership in companies both online and offline, with particular emphasis on sales, marketing, business development, and corporate development. Most recently, he served as the chief operating officer of Connexus, a leading Internet performance marketing company, where he oversaw all corporate wide strategic sales, business development, corporate development, and marketing initiatives. Additionally, he served as president of Connexus’ Traffic Marketplace division, where he spearheaded all aspects of daily operations of one of the leading advertising networks in the industry. Prior to Connexus, Calvin served as SVP of Sales and Marketing at Ticketmaster, where he directed corporate-wide sales efforts and marketing strategies during a period when Ticketmaster expanded its internet business three-fold and introduced more than 20 new products and services to the market. Calvin has also served as CEO at TheMan.com, the premier destination site for young, urban professional men who are time constrained, not money constrained. Additionally, Calvin was director of Strategic Planning & Finance at Lycos, where he evaluated, structured, and negotiated merger, acquisition, joint-venture, partnership, and investment opportunities. He has also held positions at St. Paul Venture Capital and Credit Suisse First Boston. Calvin holds an M.B.A. from Stanford University and a B.S. in electrical engineering, Magna Cum Laude, and a B.A. in economics-business, Magna Cum Laude, from the University of California, Los Angeles.

About Tumri

Tumri is the leading provider of dynamic display advertising solutions. Based in San Mateo, California, Tumri has developed an innovative advertising platform that creates a highly dynamic and interactive advertising experience. The Tumri solution – the AdPod – enables advertisers to craft highly targeted marketing messages to consumers on-the-fly. The Tumri platform seamlessly deconstructs ad creatives into core sub-components, then enables advertisers to adjust each sub-component by targeting parameters or optimize by performance metrics. As a result, the Tumri platform delivers highly relevant advertising messages to consumers while lowering creative production costs and timelines. Additionally, Tumri’s patent-pending platform optimizes performance at a sub-ad component level and delivers unparalleled consumer insights through its proprietary reporting. Tumri was named a 2009 American Business Awards winner, an AlwaysOn 2009 OnMedia 100 winner, a winner of two Internet Advertising Competition awards, and a “One to Watch” company for DealMaker Media’s 2007 Momentum Growth Conference. Tumri is funded by Accel Partners, Shasta Ventures, Tenaya Capital, and Time Warner. www.tumri.com.

Dennis Roche

President and Chief Operating Officer, Zoom Media & Marketing



Since Dennis Roche joined Zoom in 2002 when the company was a pioneer in bar advertising, Zoom has been one of the fastest growing companies in the media industry. Dennis has led the company's growth into digital out of home, health and fitness media, family media, and experiential marketing, including the recent acquisition of Alloy's bar media business, the ClubCom fitness digital media platform, and the Wellness Health & Education Network. Dennis' background includes stints at Morgan Stanley in investment banking and Procter & Gamble in brand management before starting a targeted media company, Beyond The Wall, in 1993. Dennis and a partner sold the firm in 1997 to Youthstream, a publicly traded company in the college and high school media industry. He was named president of Youthstream in 2002 prior to the company being sold to Alloy Media & Marketing. Dennis has an undergraduate degree from Georgetown and an M.B.A. from the J.L. Kellogg Graduate School of Management at Northwestern University.

About Zoom Media & Marketing

Zoom Media & Marketing operates indoor content and advertising networks in more than 10,000 venues including fitness centers, indoor soccer facilities, bowling centers, family entertainment centers, restaurants, and nightclubs that reach active consumers. Zoom also has an in-house event marketing and promotion department that constructs custom media placements and marketing programs. With more than 25,000 digital screens and more than 55,000 billboards, Zoom reaches more than 100 million monthly viewers. Zoom Media & Marketing is the brand name of Zoom Media Group. Zoom raised \$30 million from ABS Capital last March to provide funds to further expand the business. www.zoommedia.com

Ken Willner

Chief Executive Officer, Zumobi



A veteran marketing and digital media specialist, Ken has been actively involved in the development of mobile as a media platform since 2002. As chief executive officer of Zumobi, Ken leads an experienced team in the development and growth of Zumobi's mobile media business. Prior to Zumobi, Ken was vice president of Advertising and Media at AT&T Wireless, where he developed a number of innovative marketing programs to stimulate consumer adoption of mobile content and applications, including AT&T's *American Idol* media sponsorship, where he was the driving force behind an integrated marketing campaign widely recognized as the seminal event that popularized text messaging in the United States. Earlier, Ken was founder and vice president of Marketing at Fizzylab, an early entrant in the contextual search and advertising space. He began his career in the advertising business and held senior management roles at national advertising agencies, including McCann-Erickson and Rubin Postaer and Associates. Ken graduated from the University of Washington with a B.A. in marketing. He is on the steering committee of InMobile.org and a member of the WINMEC Media and Entertainment Advisory Board at UCLA.

About Zumobi

Zumobi is a leading mobile media company that designs, develops, and publishes branded applications for next-generation smartphones. Zumobi's portfolio of mobile applications comprises The Zumobi Network, which provides innovative and comprehensive solutions for brands, media properties, and consumers to connect and engage. www.zumobi.com

PetskyPrunier

INVESTMENT BANKERS

Investment bankers to the
marketing, information and
digital media industries

info@petskyprunier.com
40 Wall Street, 10th Floor
New York, NY 10005
212.842.6020

About Petsky Prunier

Petsky Prunier (www.petskyprunier.com) is one of the leading investment banks serving the marketing, information and digital media industries, including businesses focused on interactive advertising, advertising and promotion, out-of-home and specialty media, marketing technology, digital media, software and information and marketing services. Petsky Prunier brings extensive industry knowledge and experience and a tailored approach to M&A and capital markets and private placements transactions for our entrepreneur, investor and strategic acquirer client base and network of relationships. Together with Winterberry Group (www.winterberrygroup.com), the strategic consulting firm affiliated with Petsky Prunier, our companies represent one of the largest and most experienced organizations providing advice and transactional services to the marketing, information and digital media industries.