

PetskyPrunier
INVESTMENT BANKERS

SPOTLIGHT dinner

**November 3, 2010
The Princeton Club of New York
New York**

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INVESTMENT BANKERS

SPOTLIGHT dinner

AGENDA

November 3, 2010
The Princeton Club
New York

6:30-7:30

7:30

7:45

Reception

Dinner

Speaker Introduction

George Nassef

President, AdCloud Media

Adam Epstein

President & COO, adMarketplace

Jeffrey Grass

President & CEO, buySAFE

Brian Fitzgerald

President, Evolve Media

Matthew Novick

Vice President, Magnetic Media Online

Tom Phillips

President & CEO, Media6Degrees

Jim Zuffoletti

President, OpenQ

David Rochon

Chief Executive Officer, SaveWave

Bill Day

Chief Executive Officer, ScanScout

Ben Lerer

Chief Executive Officer, Thrillist.com

Emrah Kovacoglu

President & CEO, Total Beauty Media

Matt Wallach

Chief Strategy Officer, Veeva Systems

Will Price

Chief Executive Officer, Widgetbox

Hernando Ruiz-Jimenez

Executive Vice President, Wireless Idea

9:00-9:30

Cocktails & Networking

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

George Nassef **President,** **AdCloud Media**

George Nassef brings more than 20 years of significantly-large scale consumer transaction processing, marketing, and technology leadership experience to AdCloud. Prior to founding AdCloud, George served as chief information officer of MIVA from 2008 to 2009—one of the largest providers of pay-per-click online advertising. At MIVA, George was instrumental in the in-sourcing of MIVA's pay-per-click technology management contracts from Perot Systems and the operational delivery systems of the network. From 2001 to 2008, George founded and operated ValetNoir.com—the world's first patented, consumer-direct online booking system for more than 70 large casino resort companies, including Harrah's, MGM Properties, RCCL Cruise Lines, NCL, Foxwoods, and others. While at ValetNoir, Nassef founded *Room, Food & Beverage* online and offline magazines and grew the subscription base to more than 500,000 affluent gamblers. Before starting ValetNoir, George was chief information officer of HotJobs.com from inception to its sale to Yahoo! in 2001. HotJobs led the online recruitment advertising industry with rapid growth from 1999 to 2001 handling Super Bowl TV ad-driven exposure and explosive growth. Before joining HotJobs.com, George held technology innovation positions with SABRE from 1986 to 1996, which included responsibility for managing all worldwide travel agent technology products from 1994 to 1996; most-noted for the spin-off of Travelocity.com. www.adcloudmedia.com



About AdCloud Media

Founded by established advertising and technology industry vets with more than 35 years of experience, AdCloud Media sets new standards of efficiency, cost-effectiveness, and customer service in the performance-based advertising marketplace. By unplugging from tech's traditional dependence on hardware and its attendant costs, AdCloud has plugged into tech's newly unfettered future, where cloud computing offers instant scalability, easy implementation, unlimited storage, and endless capacity, along with an unprecedented reduction in cost, infrastructure, and staff. Freed from server and software maintenance, AdCloud can devote its resources to what matters most: optimizing ROI, providing the highest level of personalized support, and fine-tuning the user experience for advertisers and publishers alike.

Adam Epstein **President & COO,** **adMarketplace**

Adam Epstein serves as president and COO and is responsible for managing business operations. Adam joined adMarketplace in November 2003 and was tapped to become president and COO in June 2006. Prior to joining adMarketplace, Adam launched Fancast.com. Trained as an attorney, Adam clerked for a US District Court judge and was an attorney with Schulte Roth & Zabel LLP in New York.



About adMarketplace

adMarketplace is a profitable and fast-growing online advertising and technology company headquartered in Manhattan. Launched in 2006, adMarketplace.com delivers performance advertising to more than 100,000 online advertisers across more than 300,000 web properties, including those powered by pubMarketplace.com. Our mission is to deliver the performance of search advertising from content traffic. www.admarketplace.com

Jeffrey Grass **President & CEO,** **buySAFE**

As buySAFE's president and CEO, Jeff Grass guides the company's strategic vision, daily operations, and directly oversees all sales operations of the business. Prior to joining buySAFE, Jeff co-founded PayMyBills.com, an online bill management service. The company was a success story in the dot com era, growing to more than 200 people and raising more than \$35 million in venture capital prior to its sale for \$67 million. Before this, Jeff worked at Travelers Property Casualty Co., where he managed a \$350 million book of bond guarantees and co-led the development of a new division that wrote large bond guarantees for technology companies. He has also served as a strategy consultant at McKinsey & Company and as a professor in managerial finance and business plan writing at James Madison University. Jeff serves on the Board of Directors of buySAFE as chairman and as an advisor to a number of emerging companies in the Washington, DC area.



About buySAFE

buySAFE provides eCommerce bonding services that build consumer confidence and provide significant financial, and brand building benefits for online merchants. buySAFE's bonding solution is backed by the financial strength of Liberty Mutual, Travelers, and ACE USA, and its identity theft protection services are provided in partnership with Assurant Specialty Property. With more than four billion views of the buySAFE Seal, 20 million bonded purchases, and more than 3,000 buySAFE Merchants, buySAFE is widely recognized as a leader in providing confidence and safety for online buyers and increased sales and profits for online merchants. buySAFE's investors include Grotech Ventures, Core Capital Partners, VeriSign, and The Hartford Financial Services Group. www.buysafe.com

Brian Fitzgerald **President,** **Evolve Media**

Brian Fitzgerald is co-founder of Evolve Media, a unique media company unparalleled in its ability to offer brands a complete solution to online advertising. Brian first broke into the world of online ad sales in 2000 when he co-founded and became president of Gorilla Nation Media, the



world's largest online branded sales company and a division of Evolve Media. In 2004, Brian further pioneered in the online ad space by developing AtomicOnline, a Web publishing business, developing leading consumer internet brands, such as SheKnows.com, Craveonline.com, TheFashionSpot.com, and GameRevolution.com. Recognizing the growing creative and video needs of brand marketers, Brian launched Double Helix in 2006, a creative agency, and Springboard, a video platform and branded entertainment division. Recently, all four business units were brought together under one corporate umbrella, Evolve Media, allowing the business to leverage its synergies and scale to deliver truly bottom-up, integrated media programs for Fortune 500 marketers, targeted across branded content sites delivering the right engaged affinity audience. Prior to founding Gorilla Nation Media, Brian was an intellectual property attorney representing some of the entertainment industry's largest independent film distributors, music companies, and talent, dealing with copyright, trademark, contractual, and litigation issues. Brian began his career as an IP attorney at MGM Studios.

About Evolve Media

Evolve Media is a unique global brand architect in the digital space. Evolve brings together four synergistic companies to create one compelling offering: Gorilla Nation, the world's largest brand ad sales company that specializes in targeting affinity audiences; AtomicOnline, publisher of large digital media properties, such as SheKnows (now #3 on comScore for Women), CraveOnline, TheFashionSpot, and GameRevolution; Springboard Productions, a one-stop branded entertainment video solution; and Double Helix, a creative and interactive marketing team comprised of 35+ web designers and developers. Evolve offers brand marketers digital brand campaigns that can achieve both significant reach among key audiences and contextual environments that, together, have been proven to increase key brand effectiveness. To drive the best results, we offer best-in-class integration and creative solutions tailored to specific brand objectives. Evolve's primary mission is to provide marketers with unique, integrated creative programs across branded consumer content sites, allowing a brand to get engaged with a passionate, influencer audience in a way that converts them into a brand evangelist. Moreover, Evolve can leverage these capabilities against a platform of 600+ sites, reaching 300 million people globally each month. www.evolvemediacorp.com

Matthew Novick **VP of Finance & Operations,** **Magnetic Media Online**

Matthew Novick joined the Magnetic team as vice president of finance and operations after spending six years in both finance and sales operations at AOL. While at AOL, Matthew held numerous positions where he was charged with everything from analyzing sell-through rates and CPMs to organizing sales expenditures and revenue. Most recently, he managed the national revenue forecast and sales compensation by developing a home-grown forecasting tool to integrate front-end and back-end technologies and designed sales commission plans aimed at driving additional sales and the resulting revenue. Before AOL, Matthew worked as a business consultant at IBM in the



government projects group. He spends his spare time as a part-time operations manager for a 98-year-old family furniture business, where he works on purchasing, advertising and increasing showroom utilization.

About Magnetic Media Online

Magnetic makes search re-targeting easy. The Magnetic data marketplace empowers advertisers and publishers to use search data as the key indicator of intent and re-target campaigns to the most relevant audience online. With more than 270 million search profiles, Magnetic significantly lifts the value of media and improves campaign performance. Magnetic's advanced technology provides the largest payment to search data providers. It is the search data partner of choice for more than 90 leading agencies, ad networks, and DSPs. Magnetic is headquartered in New York and funded by investors including Charles River Ventures, Ron Conway, NYC Investment Fund, Roger Ehrenberg of IA Capital, Founder Collective, and NYC Seed. www.magnetic.is.

Tom Phillips **President & CEO,** **Media6Degrees**

Tom Phillips is president and CEO of Media6Degrees, the leader in harnessing social graph data to drive advertising performance for large marketers. He has spent the last twenty-five years creating and managing innovative media and technology properties. Phillips was founding publisher of *Spy* magazine in 1986, the original media chief for Starwave Corporation in 1993 (creators of ESPN.com, NFL.com, ABCNews.com and NBA.com), and CEO of Deja.com in 1998. He was subsequently a venture partner at Insight Venture Partners. In 2006, he joined Google and managed Print Ads and the DoubleClick integration before establishing the Search & Analytics team to pioneer new uses of Google data on behalf of major advertising clients.



About Media6Degrees

Media6Degrees is the pioneer in Social Targeting, delivering scalable custom audiences that perform for brand marketers. It uses proprietary technology to build and optimize audiences that are connected to a brand's existing customers, resulting in industry-leading ROI. The company is based in New York and is funded by U.S. Venture Partners, Venrock, Contour Venture Partners, and Coriolis Ventures. www.media6degrees.com.

Jim Zuffoletti **President,** **OpenQ**

Jim Zuffoletti has been a founder of start-up organizations as both an entrepreneur and an intrapreneur and has served life science companies for the past fifteen years. As president of OpenQ, he has been a catalyst for determining the company's strategic direction and for forging critical relationships with customers in the pharmaceutical, biotech, and



medical device industry segments. He is also responsible for customer relationships and results. Prior to founding OpenQ, Jim was a founder of FreeMarkets, Inc., a pioneering e-business company. While at FreeMarkets, Jim served in a number of senior leadership capacities including sales leadership and general management. Before FreeMarkets, Jim started his career at GE in a variety of positions in finance and business development.

About OpenQ

Based in Charlottesville, Virginia, OpenQ helps life sciences companies manage compliant business processes in their Marketing and Medical Affairs organizations. OpenQ offers award-winning solutions for compliant business processes focused on KOL Management, Medical Affairs Programs, Study Management & Grant Funding, and Speaker Programs. OpenQ's solutions currently support compliance initiatives at eight of the Top 10 pharmaceutical and three of the Top 5 medical device companies. www.openq.com

David Rochon

Chief Executive Officer, SaveWave

As CEO of SaveWave, David Rochon's goal is to lead the transformation of the antiquated paper coupon industry to fully digital promotions. David successfully spun out the Upromise Grocery network from Sallie Mae to leverage the UPC specific data asset in 27,500 stores beyond college savings. With this unique national digital footprint, SaveWave will modernize the way Consumer Packaged Goods (CPGs) deliver, consumers receive and retailers handle promotions. Prior to co-founding SaveWave, David was president of Upromise. In 2000, he became one of the company's first employees, as it developed a new solution to align corporate America with every family's interest in saving for college. Today, Upromise is the largest private source of college funding in the United States. Upromise is also a trusted advocate for its more than 12 million members with a common mindset and goal – the future education of their family's children and grandchildren. His experience now bridges 25 years in diverse areas, such as the Internet, marketing services, retail, and manufacturing arenas. Previously, David co-founded and was president and CEO of SuperMarkets Online, Inc. (a subsidiary of Catalina Marketing Corporation), the industry's leading business-to-consumer e-commerce savings platform leveraged by more than 12,000 supermarkets and more than 80 blue chip consumer packaged goods clients.

About SaveWave

SaveWave was founded in June 2010 and manages Upromise's grocery offers, which the company's veteran team originally launched in 2001. SaveWave is building a platform to enable consumer packaged goods brands and retailers to promote their products and services to all consumers through fully digital promotion, distribution, and rewards fulfillment. In addition to providing Upromise Grocery, a program through which more than 12 million members can earn college savings rewards by purchasing participating products in more than 27,500 supermarkets and drug stores nationwide, SaveWave is expanding its distribution reach through customized offer syndication with retailers, affinity rewards programs, and media channels. www.savewave.com



Bill Day

Chief Executive Officer, ScanScout

Digital media veteran Bill Day is no stranger to building interactive, innovative businesses. As CEO of ScanScout, Bill leads the company's strategic development and business operations. Prior to ScanScout, Bill served in a variety of senior executive positions, including chief media officer of Marchex, a leader in local consumer search and a leading local merchant ad platform; CEO of behavioral targeting firm MeMedia; and co-founder, CEO and president of About.com, the largest content destination on the Internet. Bill has also served in a variety of senior leadership roles at Prodigy, with responsibility for building many of the online services in common use today.



About ScanScout

Powered by industry-leading proprietary technology, ScanScout provides top brand advertising performance by delivering the right ad to the right audience, more than 500 million times per month. Every piece of content across ScanScout's network of premium and niche sites, including Ehow, music.com, 5min, Cinesport, Demand Media, Gannett, Lycos, Marvel, Metacafe, NBC Local, NBC Uni, Starz, and Tech Media, is scanned and cataloged to best determine the category, the audience, and similar interests, while also ensuring brand protection and optimal performance for advertisers. www.scanscout.com

Ben Lerer

Chief Executive Officer, Thrillist.com

Ben Lerer is the co-founder and CEO of Thrillist.com. Since its launch in 2005, Ben has overseen the growth of Thrillist's marketing, sales, and business development efforts, most recently expanding its footprint into e-commerce by acquiring members-only online retailer JackThreads.com. This year, Thrillist was listed as no. 93 in *Inc Magazine's* 2010 list of the 500 fastest-growing private companies in the U.S. Lerer was listed among *Crain's* "40 Under 40" class of 2010 and *NY Enterprise Report's* "Game Changers of 2010." He has been featured in the *New York Daily News* and *Inc. Magazine's* "30 under 30" list of successful entrepreneurs, as well as the *Silicon Alley Business Insider* 100 list for three years running. He has also been featured on *Bloomberg TV's* "Venture" and *Wall Street Journal's* "MarketWatch." Ben serves on the board of directors for the East River Development Alliance, a New York non-profit organization, and is an associate member of the International Academy of Digital Arts & Sciences (IADAS). He is also the co-founder of Lerer Ventures, a New York-based angel fund investing in media and technology.

About Thrillist.com

Thrillist.com provides subscription-based online newsletter services. The company focuses on information on foods, drinks, city culture, gadgets, travel, and sports. Additionally, it provides event planning and management, lifestyle and fashion advisory, and Website designing services. Thrillist.com is based in New York, New York. www.thrillist.com



Emrah Kovacoglu **President and CEO,** **Total Beauty Media**

Emrah Kovacoglu developed the concept of TotalBeauty.com after working at Procter & Gamble as the global digital brand manager for the cosmetic category. He spent more than a decade at P&G working on several brands, including CoverGirl and Max Factor. Having worked in consumer marketing for leading beauty brands, it became clear to Emrah that the industry was lacking an inclusive beauty guide for women of all ages and lifestyles. In his quest to find the perfect lipstick and turn his vision of TotalBeauty.com into a reality, Emrah has organized a team of experts in the fields of editorial content, new media, and beauty marketing.

About Total Beauty Media

Total Beauty Media owns and operates a website that publishes a catalog of beauty products online for women. The company's website features user-generated product reviews of beauty products, including salon and spa products, provides information about face, makeup, hair, and body products, and serves as a social portal for consumers to share opinions and connect with other consumers. Total Beauty Media also hosts events for fashion and beauty brands. www.totalbeauty.com



Matthew Wallach **Chief Strategy Officer,** **Veeva Systems**

Matt is responsible for all aspects of strategy, marketing, and business development at Veeva Systems. In 2007, Matt was named to the *PharmaVOICE 100*, which recognizes the 100 most influential people in the life sciences industry. Previously, Matt was with Health Market Science (HMS), a leading healthcare data services company, where he was chief marketing officer. Prior to HMS, Matt was vice president of Marketing & Product Management at IntelliChem, an enterprise software company acquired by Symyx Technologies in 2004. Prior to his small company forays, Matt was the general manager of the Pharmaceuticals & Biotechnology division at Siebel Systems, which has since been acquired by Oracle. During his time at Siebel, Matt was responsible for building this global division, which grew from its inception to more than \$140 million under his leadership, capturing greater than 80% market share in the pharma CRM and clinical trial management (CTM) markets. At one point, nearly half of all pharma sales reps on earth used the products created during his tenure at Siebel, though that is rapidly changing these days. Matt currently serves as a senior advisor to SeventySix Capital, a leading early stage venture capital fund, and is on the advisory board at Crossix, an innovator in the healthcare analytics arena.

About Veeva Systems

Veeva Systems is the leader in multi-tenant SaaS-based solutions for the global life sciences industry. Veeva has dozens of customers ranging from the world's largest pharmaceutical companies with thousands of users to emerging biotechs commercializing their first products. Veeva customers achieve the fastest time-to-value



through the deployment of fully functional applications that are flexible, simple to deploy, inexpensive to operate, and provide a superior user experience. Veeva is a privately-held company headquartered in Pleasanton, California, with offices in Philadelphia, Barcelona, and Shanghai. www.veevasystems.com

Will Price **Chief Executive Officer,** **Widgetbox**

Will Price is the CEO of Widgetbox. Prior to joining Widgetbox, Will was a managing director at Hummer Winblad Venture Partners. Prior to joining Hummer Winblad, Will was a senior vice president with Pequot Ventures, where he focused on investments in information technology. Previously, Will served as CEO and COO of several software startups. He has also worked with the Boston Consulting Group, Infinity Financial Technology, and Morgan Stanley.

About Widgetbox

Widgetbox is revolutionizing how ambitious companies deliver the latest web innovations to their customers. All products are powered by Widgetbox's Engagement Platform, a cloud-based, highly scalable application development and deployment system. Our products include: Widgetbox Mobile — build and distribute mobile web applications for iPhone and Android; ClickTurn Ads — develop and run the world's most compelling real-time, rich media ads; and Widgetbox Widgets — drive increased site engagement and utility with interactive content. Based in San Francisco, the company is backed by the world's leading venture capital firms: Sequoia Capital, Hummer Winblad Venture Partners, NCD Investors, and Harrison Metal. www.widgetbox.com



Hernando Ruiz-Jimenez **Executive Vice President,** **Wireless Idea**

Hernando Ruiz-Jimenez is executive vice president of Wireless Idea. Hernando is a proven executive and marketing professional with 20 years of multinational experience with Pepsi, Diageo, and Leo Burnett, among others. An investor and board member since 2004, Hernando left his successful VP Marketing role at Diageo at the end of 2006 to join Wireless Idea's top management, heading and launching first the US operation and now overseeing all strategic, planning, and commercial efforts.

About Wireless Idea

Wireless Idea is a mobile entertainment and distribution network focused on the Latin American market. The firm deploys mobile campaigns for Hispanics across North, Central, and South America in Spanish. The Wireless Idea mobile network reaches more than 600 million Hispanics. It is a one-stop shop for marketers that wish to deploy mobile campaigns across the region. Wireless Idea operates in 14 countries. It has more than 40 connections to mobile carriers and the ability to deploy full mobile solutions for clients who wish to gain access to this challenging market. www.wirelessidea.com



PetskyPrunier

INVESTMENT BANKERS

**Expertise
Commitment
Results**

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About Petsky Prunier

Petsky Prunier (www.petskyprunier.com) is one of the leading investment banks serving the marketing, information, and digital media/commerce industries, including businesses focused on digital advertising, advertising and promotion, digital media and eCommerce, software and information, marketing technology, out-of-home and specialty media, and marketing services. Our firm's mergers and acquisitions and private placements advisory services reflect a unique blend of product specialization and industry expertise. This depth of knowledge, tailored approach to each engagement, and the results achieved have earned Petsky Prunier a distinguished reputation among entrepreneurs, corporations, and private equity firms. Together with Winterberry Group (www.winterberrygroup.com), the strategic consulting firm affiliated with Petsky Prunier, our companies represent one of the largest and most accomplished organizations providing advice and transactional services to the marketing, information, and digital media/commerce industries.