

**PetskyPrunier**  
INVESTMENT BANKERS

# SPOTLIGHT

dinner

**November 9, 2011**  
**Princeton Club**  
**New York**

**PetskyPrunier**  
INVESTMENT BANKERS

# SPOTLIGHT dinner

## AGENDA

November 9, 2011  
Princeton Club  
New York

**6:30-7:30**

**Reception**

**7:30**

**Dinner**

**7:45**

**Speaker Introduction**

**Dan Stone**

*CEO, AccentHealth*

**Russell Glass**

*CEO, Bizo*

**Mike Sands**

*President & CEO, BrightTag*

**Rich Antonello**

*CEO, Complex Media*

**Rich Langdale**

*CEO, D0media*

**Rick Milenthal**

*Executive Chairman, Engauge*

**Dean DeBiase**

*Chairman & CEO, Entertainment.com*

**Chris Pape**

*Executive Creative Director, Genuine Interactive*

**Mark Trefgarne**

*CEO, LiveRail*

**Andy Ellenthal**

*CEO, Peer39*

**John Neeson**

*Managing Director, SiriusDecisions*

**Ari Jacoby**

*CEO, Solve Media*

**Ben Kartzman**

*CEO, Spongecell*

**Andreas Bodczek**

*CEO, SponsorPay*

**David Steinberg**

*Chairman & CEO, XL Marketing*

**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.*

## Dan Stone

### CEO

#### Accent Health

Dan Stone is CEO of AccentHealth and a member of its board of directors. Dan joined AccentHealth in June 2010 and is based in AccentHealth's New York City and Tampa offices. Dan is an experienced media executive spanning digital, broadcast, and print media businesses. Most recently, Dan had served as president and CEO of Imaginova, a venture-backed digital media and ecommerce company focused on science and technology. Prior to joining Imaginova, Dan was general manager, Global Media & Entertainment, of Scient, a leading eBusiness services company. Dan founded the Media Entertainment division prior to the company's successful IPO in 1999. Previously, Dan served in various executive roles at Turner Broadcasting System, including executive vice president, operations and business development for TBS International, where he was responsible for developing partnerships to expand Turner's network and Internet properties around the world. Earlier, Dan built the commercial side of Turner's Internet businesses in the nascent stages of the commercial Internet and was a founder of the Internet Advertising Bureau (IAB). Dan began his career as a media and telecommunications consultant at Booz, Allen & Hamilton and as an investment banker.

#### About AccentHealth

Founded in 1995, AccentHealth is a leading point-of-care media company featuring America's largest health education television network reaching more than 172 million viewers annually in more than 12,300 physician waiting rooms nationwide. AccentHealth waiting rooms serve 40,000+ prescribing physicians across all major specialties. AccentHealth's 13 demographic and condition-specific networks serve leading Rx, OTC, pharmacy, and health-focused CPG marketers. Network programming is produced by CNN's Medical Unit and co-hosted by Dr. Sanjay Gupta and Robin Meade and by healthy living experts from Everyday Health. AccentHealth was acquired in 2008 by M/C Partners and Ridgemont Equity (formerly BAML Capital Partners). [www.accenthealth.com](http://www.accenthealth.com).



## Russell Glass

### CEO

#### Bizo

Russell Glass is CEO of Bizo. A serial technology entrepreneur, he has founded or held senior positions at four venture-backed technology companies. Most recently, Russ led the marketing and product management teams at ZoomInfo, a business information search engine, where he sharpened his B2B marketing skill-set and developed his love for business data.

#### About Bizo

Bizo is how marketers reach and engage business professionals, wherever they travel online. Bizo can precisely target more than 100 million professionals around the world, including more than 80 percent of the US business population. More than 300 leading brands, including AMEX, Monster, Salesforce.com, Microsoft, and FedEx, count on the precise display ad targeting, social media measurement, and deep audience analytics that the Bizo Audience Marketing Platform provides to successfully execute their branding and direct response initiatives. [www.bizo.com](http://www.bizo.com).



## Mike Sands

### President & CEO

#### BrightTag

Prior to joining BrightTag, Mike Sands was part of the original Orbitz management team and held the positions of CMO and COO. While at Orbitz, Mike helped take the business from start-up to IPO then through two acquisitions (Cendant and Blackstone). After Orbitz, Mike joined The Pritzker Group as a partner on the firm's private equity team. Mike also has held management roles at General Motors and Leo Burnett. His work at General Motors led him to be named a "Marketer of the Next Generation" by *Brandweek* magazine.

#### About BrightTag

BrightTag, a leading integration platform provider, is tackling one of the digital marketing industry's biggest challenges to enable a more agile online ecosystem that benefits all participants. The company helps global enterprise brands manage the data associated with their online marketing relationships while improving site performance and consumer privacy. BrightTag's clients, including many of the world's top marketers and a growing number of digital services providers, continue to integrate their technology into the company's platform. Headquartered in Chicago, the company operates in the US as well as in the EU and APAC. BrightTag was recently named by VentureWire's independent board of review as one of the 50 most innovative technology companies of 2011 and a member of the FASTech50. [www.brighttag.com](http://www.brighttag.com).



**Rich Antoniello**  
**CEO**

**Complex Media**

Rich Antoniello is one of the rare media executives who possesses the ability to evolve a print product into a next generation digital brand. Rich has relied on his zest for innovation and strong instincts about consumer behavior to make Complex Media what it is today: the definitive lifestyle portal for young, influential males looking to find the latest information on products related to their core passions and interests. Since joining Complex Media as publisher and CEO in 2002, Rich has overseen the company's expansion from a print product, *Complex* magazine onto the Web with the launch of flagship site Complex.com and the Complex Media Network (CMN). Complex currently reaches 2.2 million uniques and draws in 40 million+ page views monthly. CMN is comprised of 70+ sites where cool, trend-spreading men find the latest entertainment, gaming, sports, fashion and product news. All CMN sites are 100% exclusive and carefully curated to ensure brand equity remains intact. Complex Media has experienced +150% revenue growth over the past three years and quadrupled its digital audience, now reaching 37 million monthly uniques with 420 million page views. Rich accomplished this through organic growth in key verticals that are of interest to young men. Prior to Complex, Rich served as national sales director at *National Geographic Adventure* magazine, regional sales manager for *Men's Journal*, and a media planner at Saatchi & Saatchi Worldwide.

**About Complex Media**

Complex Media is the leading provider of style, entertainment, lifestyle, and product content dedicated to emerging trends for young male taste-makers. The company launched in 2002 with *Complex* magazine, a men's style guide and lifestyle publication with a current circulation of 345,000. Complex Media expanded to include flagship web site Complex.com ([www.complex.com](http://www.complex.com)), which attracts more than 2.2 million unique monthly visitors; as well as the Complex Media Network ([www.complexmedianetwork.com](http://www.complexmedianetwork.com)), a vertical ad network of 70+, 100% exclusive web sites targeting men 18-34, which generates more than 418 million page views and 37 million unique visitors per month (Google Analytics, July 2011). [www.complexmedia.com](http://www.complexmedia.com).



**Rich Langdale**  
**CEO**

**DOmedia**

Rich Langdale is CEO of DOmedia and is responsible for creating and guiding their strategy. Rich is a successful entrepreneur with a history of building start-ups and realizing strong returns. Rich has launched or co-launched more than a dozen companies, including Digital Storage, a computer storage wholesaler, and Submit Order, the world's first and largest e-fulfillment service provider. Rich co-founded and co-funded the Center for Entrepreneurship at Ohio State University in 2001 and co-developed the entrepreneurship and commercialization curriculum that he presently teaches to undergraduate, M.B.A. and Executive M.B.A.-level courses. Rich also serves as managing partner of NCT Ventures, a venture capital firm in Columbus, Ohio that has achieved an IRR of approximately 100 percent for the past decade.

**About DOmedia**

DOmedia offers a suite of proprietary, web-based software applications that simplify the process of buying and selling media and create an efficient end-to-end marketplace solution for the highly-fragmented out-of-home ("OOH") advertising industry. Through DOmedia's platform, agencies and advertisers are able to access national and local media networks to target audiences in a manner that could not be achieved previously by searching and viewing advertising displays, negotiating RFPs, purchasing media, and reviewing reports. Currently, DOmedia is used by more than 500 agencies and brands to find, plan, and buy OOH media from more than 500 media networks. [www.domedia.com](http://www.domedia.com).



**Rick Milenthal**  
**Executive Chairman**  
**Engauge**

Rick Milenthal is founder and chairman of Engauge, one of the nation's largest independent marketing agencies. Built for the era of social and digital communications, Engauge leverages creativity and technology to fuel growth for clients like Coca-Cola, Nationwide, Hershey, Abbott, Mars, The Home Depot, Nestle, UPS, and others. He also chairs Engauge Innovations, a venture capital arm of the agency investing in performance marketing and gaming technology. In this capacity Rick, is leading the launch of coupon and sampling site PrestoSavings. Rick is an internationally recognized industry leader as founder and former chairman of Worldwide Partners, the largest network of independent agencies in the world with 81 agencies in 42 countries. He is an active investor and board member in marketing technology firms, including venture capital company NCT Ventures, out-of-home marketer DoMedia, pet insurer Embrace, and web-based talent placement company GotCast.

**About Engauge**

One of the nation's largest independent agencies, Engauge leverages creativity and technology to develop transformational ideas that connect brands and people. Engauge guides a growing roster of clients on the path to realizing the power of digital channels by focusing on driving results and sustainable growth for brands. The agency's client roster includes Nationwide Insurance, Coca Cola, AARP, Cisco, DAD'S PetCare, Chick-fil-A, Brown-Forman, Food Lion, Van Gogh Vodka, NGK Spark Plugs, and more. Engauge also has a venture capital arm funding start-up products and services in the digital performance marketing space. Engauge, which has offices in Atlanta, Austin, Columbus, Orlando, and Pittsburgh, is a portfolio company of Halyard Capital. [www.engauge.com](http://www.engauge.com).



**Dean DeBiase**  
**Chairman & CEO**  
**Entertainment.com**

Dean DeBiase is the chairman and CEO of Entertainment.com, a leading provider of consumer discount, promotion, and coupon services. An expansion phase CEO, he has led numerous global organizations in the media, entertainment, marketing, advertising, retail, technology, games, and local/social/mobile commerce industries through expansion, turnaround, divestiture, M&A, and IPO operating phases. He has been chief executive of more than a dozen private and public corporations and Fortune 500 subsidiaries, including CEO of TNS Media, where he orchestrated a roll-up of advertising, marketing, entertainment, digital media, and social networking groups that was subsequently acquired by WPP. He has also served as CEO of Autoweb, which he took public, built into one of the top web brands, and merged with Autobytel. In addition, Dean was CEO of The Imagination Network, a social media games company that was acquired by AOL.

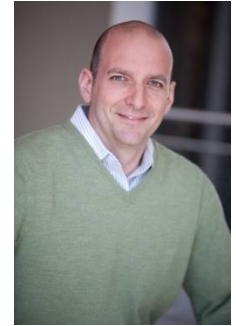


**About Entertainment.com**

Entertainment.com is the leading provider of the most recognized and sought-after discount, coupons, and promotion products in North America. Entertainment.com provides a mutually beneficial solution for consumers looking to spend less on the things they love to do and businesses seeking to increase sales. The company distributes a diverse fleet of products, including the Entertainment Online Savings Memberships, Entertainment Mobile Apps, Entertainment Daily Deals, and the Entertainment Membership Book. [www.entertainment.com](http://www.entertainment.com)

**Chris Pape**  
**Executive Creative Director**  
**Genuine Interactive**

Chris Pape recognized the opportunity to develop a new type of digital agency that provided deeper marketing and business strategy services than its peers. Today's digital storefronts are often the primary and determining communication with customers and successfully integrating your business brand, message, and objectives into a website requires creative, technical, and business skills. Prior to starting Genuine Interactive, Chris co-founded one of New England's most successful interactive agencies, Digital Bungalow; was profitable for 20 consecutive quarters from startup through its sale in June 2004. Since startup, Genuine has been successful in acquiring more than 150 new customers from a variety of industries. As strategic lead of the agency, Chris helps develop cross-digital strategies based on the latest trends and technologies across web, social, and mobile channels. He ensures that all creative is on strategy and integrated within digital channels and with other media.



**About Genuine Interactive**

Genuine Interactive is a Boston-based, full-service digital agency. The company creates engagement strategies and big ideas for some of the world's leading brands and specialize in world-class website design and development, mobile apps, social media, video production, paid search and display, SEO, and analytics. As digital and experiential marketing have converged, Genuine has added new capabilities, such as virtual engagement and augmented reality. Clients include French's Mustard, Museum of Fine Arts Boston, Lysol, DirecTV, Shire Pharmaceuticals, MassMutual, Children's Hospital Boston, Titleist, and Frank's RedHot Sauce. [www.genuineinteractive.com](http://www.genuineinteractive.com).

**Mark Trefgarne**  
**CEO**  
**LiveRail**

Mark Trefgarne is CEO and co-founder of LiveRail. In this role, Mark helps define and implement company strategy from LiveRail's San Francisco headquarters. While at college, Mark founded Cleartide, an internet consulting firm, advising its clients on their internet strategy and execution.

**About LiveRail**

LiveRail is the leading technology vendor for online video advertising. LiveRail's infrastructure sits at the heart of the online video advertising ecosystem, empowering many of the world's largest media companies, ad networks, and agencies with the tools to make video advertising more efficient, effective, and measurable. LiveRail is headquartered in San Francisco. [www.liverail.com](http://www.liverail.com).





## Andy Ellenthal

CEO

Peer39

Andy Ellenthal is an advertising industry veteran responsible for setting and overseeing Peer39's strategy and growth. He joined the company from quadrantONE, a joint online advertising venture of major media companies, including The New York Times, Gannett, Hearst, and The Tribune, where he served as the company's first CEO. At quadrantONE, he built the organization from the ground up. Prior to this, Andy was at PointRoll, where he led sales efforts and helped build that company into a market leader. Before PointRoll, Andy held a number of sales management roles while at DoubleClick, where he was vice president of Advertisers' Solutions, after previously serving as national sales director and regional sales manager. He was one of the first salespeople to sell Doubleclick's Dart for Advertisers (DFA), leading the sales and account management teams. Before entering the online advertising space world, Andy worked in print media sales for several niche technology and lifestyle publications.



### About Peer39

Peer39 has developed proprietary semantic advertising technology that provides page-level intelligence that accurately and efficiently matches online ads to content. The company's patented natural language processing and machine learning algorithms are able to derive quality, safety, language, and category attributes from web pages, thus empowering networks, exchanges, publishers, SSPs, DSPs, and emerging advertising platforms to boost monetization. By processing tens of thousands of URLs per second and enabling more than 10 billion ad requests daily, Peer39 provides a cookie-less data solution built to address the real-time needs of today's online advertising ecosystem. Headquartered in New York City, Peer39 maintains a research and development center in Israel. Peer39 Labs conducts primary research in semantic analysis and targeting technologies resulting in numerous patents covering its technology and business practices. Peer39 is a member of the Interactive Advertising Bureau, the Council for Accountable Advertising, is an OnMedia Top 100 winner, and was chosen by MIT's Technology Review as one of 10 Web Startups to Watch. [www.peer39.com](http://www.peer39.com).

## Ari Jacoby

CEO

Solve Media

Ari Jacoby is CEO and co-founder of Solve Media. Previously, Ari co-founded VoiceStar, which was acquired in Sept. 2007 by Marchex (Nasdaq: MCHX).



Previously he served as a senior consultant in the Business-to-Business division at Google. Before joining Google, Ari served as director of Business Development for Reed Business Information-US, a division of Reed-Elsevier. Previously, Ari was the founder and CEO of Newsletters.com, where he led efforts in content aggregation, syndication, and affinity channel sales leading up to an acquisition by MarketResearch.com in 2000.

### About Solve Media

Solve Media was founded by veteran entrepreneurs and technologists focused on innovative Internet advertising solutions. The company's proprietary online advertising system, the TYPE-IN, was designed to create new and highly effective opportunities for brands to advertise online. The system leverages CAPTCHA authentication for brand messaging to drive truly unprecedented consumer engagement rates. TYPE-INS average more than 30% engagement with +1% clickthrough rates, with a 12x lift in awareness and a 2x lift in message recall compared to standard online banner advertising. With the solution, Solve Media guarantees brand message delivery and increased recall rates and ROI for advertisers. It creates new revenue opportunities for publishers and simplifies the authentication process for consumers. Backed by First Round Capital, New Atlantic Ventures, AOL Ventures, and prominent angel investors, Solve Media is based in New York City and Philadelphia. [www.solvemedia.com](http://www.solvemedia.com).

## John Neeson

Managing Director

SiriusDecisions

John Neeson is a well-recognized thought-leader in business-to-business marketing. He, along with co-founder Richard Eldh and their research team, have developed many of the best practice marketing models used in the industry today. John has more than 25 years of experience focused on marketing, product development, sales management, communications, and general management for a variety of businesses and industries. Prior to founding SiriusDecisions 10 years ago, John was CEO of Skila, a SaaS provider of business intelligence solutions for the pharmaceutical, medical device, and biotechnology industries. John also spent 12 years at Gartner Group as a member of the company's senior management team, holding positions that included vice president of sales, senior vice president of worldwide marketing, and executive vice president and general manager of the Technology Provider Group. John, along with Richard Eldh, was one of the five officers of the company. He was instrumental in helping Gartner grow from \$15 million in yearly sales to \$800 million through the development of the company's brand strategy and the creation of concepts such as Enterprise Resource Planning, an industry term used today. While at Gartner, John played an active role in more than 25 acquisitions and investments. John began his career at 3M in the Media Services division where he was a consultant. John served as a board member for Jupiter Communications and also has been an advisor to several start-up companies. He is founder of *ExecutiveEdge* magazine, a joint venture between Gartner Group and Forbes. John also speaks frequently at industry events.



### About SiriusDecisions

SiriusDecisions is the world's leading source for business-to-business sales and marketing best practice research and data. SiriusDecisions Executive Advisory Services, Consulting Services, Benchmark Assessment Services, Learning and Events provide senior-level executives with the sales and marketing operational intelligence required to maximize top-line growth and performance. The unique combination of thought leadership, benchmark data, analytic tools, best practices, and access to a peer and analyst network allow SiriusDecisions clients to quickly receive the critical insight they need to make decisions effectively. [www.siriusdecisions.com](http://www.siriusdecisions.com).

## Ben Kartzman CEO

### Spongecell

Ben Kartzman is the CEO and co-founder of Spongecell, a New York-based advertising technology company that transforms standard banner ads into dynamic flash ads with rich-media-like functionality. Ben is responsible for managing the growth of the business and overseeing its sales and marketing



efforts. Previously, he has lead teams and managed software products at Accenture, Morgan Stanley, Intel, and several venture-backed Internet start-ups. He has been tapped to speak to audiences all over the U.S., Europe, and China on the do's and don'ts in online advertising. His byline has appeared in a number of industry publications including *Mediapost* and *Adotas*.

#### **About Spongecell**

Spongecell is leading the creative resurgence of online display advertising by combining speed, innovation, and advanced engineering to transform standard banner ads into rich media-like interactive ads that can run in any ad placement on the web. The company works with creative and media agencies to serve thousands of engaging campaigns across billions of impressions for global brand advertisers every year. Spongecell is an independent company that was founded in 2006 with its headquarters in New York and offices throughout the United States and Europe. The company placed #76 on the 2011 Inc 500 list with a three-year revenue growth-rate of +3,064 percent. [www.spongecell.com](http://www.spongecell.com).

## Andreas Bodczek CEO

### SponsorPay

Andreas Bodczek is in charge of advertiser relations as well as overall evolution of SponsorPay. In his previous role as CEO of Telefónica Deutschland, Andreas was responsible for the German fixed net operation of the Spanish telecom group.



He led the development of the company's nationwide wholesale and B2B broadband business as well as the post-merger integration with O2 Germany. Before becoming managing director, Andreas held sales and finance executive roles in Telefónica's German and UK subsidiaries. Andreas started his career in 1999 as a member of Bertelsmann's Junior Management Programme.

#### **About SponsorPay**

SponsorPay is the leading global cross-platform advertising solution for the monetization of premium content or virtual currency on social networks, virtual worlds, and mobile apps, as well as online games and services. The company's innovative product suite creates value for different entities, enabling advertisers to acquire new customers and grow sales via performance marketing, media agencies, and consumer brands to effectively interact with their desired audience, enhance brand recognition, and measure the impact of their engagement campaigns, developers/publishers of mobile, social, and online games or services to monetize non-paying users and increase overall ARPU, and users to earn virtual currency or access to premium content through participation in targeted advertising offers. SponsorPay partners with leading publishers Ubisoft, Bigpoint, Gameforge, and NHN, as well as developers Gameview Studios (DeNa), Creative Mobile, and Playdom (Disney) on platforms such as Facebook, iOS, and Android. The company runs successful campaigns for renowned advertisers, including Vodafone, Coca-Cola, and Nike. A commitment to a localized, high-quality user experience has allowed SponsorPay to reach more than 120 million customers across more than 100 countries. Investors include Team Europe, Hasso Plattner Ventures, Kite Ventures, and Nokia Growth Partners. The company is headquartered in Berlin with offices in San Francisco, London, Paris, and Tokyo. [www.sponsorpay.com](http://www.sponsorpay.com).

## David Steinberg Chairman & CEO XL Marketing

Prior to founding XL Marketing, David founded InPhonic, the largest seller of wireless phones and communications products and services on the Internet with annual revenue in excess of \$400 million. InPhonic was #1 on the Inc. 500 list of fastest growing companies in 2004, the year it went public on the NASDAQ. David also served as chairman and CEO of Sterling Cellular, a B2B and retail wireless communications provider, and Sterling Communications, a communications telemarketing company. David was named the Greater Washington Ernst & Young Entrepreneur of the Year for communications in 2002. He currently sits on the board of directors of Faster Cures of the Milken Institute, the Greater Washington Sports Alliance, and the board of trustees of Washington & Jefferson College and previously served on the board of directors of the U.S. Chamber of Commerce.

#### **About XL Marketing**

XL Marketing is a next-generation direct response marketing company that offers a full suite of multichannel products and services, encompassing social media (i.e., Facebook, LinkedIn, and affiliate display advertising), email (i.e., targeted Opt-In white label emails, custom CPA campaigns, ESP) and call center marketing solutions (XL's comprehensive call center provides LeadPOWER Tracking, CallPOWER, and EnrollPOWER). Working with leading brands, XL Marketing's platform is one of the most comprehensive, diverse, and integrated marketing solutions for customer acquisition in the industry. Leveraging its data warehouse of 110 million plus records, the company acquires customers in a cost effective manner in verticals such as education, insurance, financial services, and health and wellness. [www.xlmarketing.com](http://www.xlmarketing.com).



# PetskyPrunier

INVESTMENT BANKERS

**Expertise  
Commitment  
Results**

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## About Petsky Prunier

Petsky Prunier ([www.petskyprunier.com](http://www.petskyprunier.com)) is one of the leading investment banks serving the marketing, media, technology, and service industries, including businesses focused on digital advertising, digital media, eCommerce, marketing technology, software, information, marketing services, and agencies and consultancies. Our firm's mergers and acquisitions and private placements advisory services reflect a unique blend of product specialization and industry expertise. Together with strategic consulting firm Winterberry Group ([www.winterberrygroup.com](http://www.winterberrygroup.com)), a Petsky Prunier company, the organization represents one of the largest industry-specific advisors providing strategic and transactional services.