

**PetskyPrunier**  
INVESTMENT BANKERS

# SPOTLIGHT

dinner

November 7, 2012  
New York

**PetskyPrunier**  
INVESTMENT BANKERS

# SPOTLIGHT dinner

## AGENDA

November 7, 2012  
New York

**6:30-7:30**

**Reception**

**7:30**

**Dinner**

**7:45**

**Speaker Introductions**

**Waleed Al-Atraqchi, CEO**

Affinova

**Declan Carney, CEO**

BlueLink Marketing

**Alex Kelleher, CEO**

Cognitive Match

**Scott Meyer, CEO**

Evidon

**Andrew Beranbom, VP of Business Development**

Extole

**Ernie Cormier, President & CEO**

Nexage

**Alistair Goodman, CEO**

Placecast

**John Williamson, CEO**

Qualvu

**Mike Cunnion, CEO**

Remedy Health Media

**Don Epperson, Chairman**

Simpli.fi

**Guillaume Gauthereau, CEO**

TOTSY

**Tony Chen, CEO**

Yellow Thunder Media

**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.*

## Waleed Al-Atraqchi

### President & CEO

#### Affinova

Since November 2005, Waleed has been the president and CEO of Affinova, a high-growth services and software company. Waleed believes that great companies are built by extraordinary people and disruptive innovation, and has a keen focus on assuring an abundance of both. Prior to joining Affinova, Waleed served as the president of Imagitas. Under his leadership, the company grew revenues from \$50 million to \$125 million in less than four years before being acquired by Pitney Bowes. Prior to Imagitas, Waleed was senior vice president of sales at Catalina Marketing, where he was responsible for one-third of the company's revenues and consistently delivered 20%+ growth. Prior to his career in marketing technology, Waleed worked in brand management and new product development at GlaxoSmithKline



#### About Affinova

Affinova is a high-growth services and software company that enables innovative organizations to drive better ideas to market faster. Unlike conventional market research, our patented survival-of-the-fittest approach has the capacity to explore extremely large idea spaces by applying evolutionary search algorithms to product and marketing innovation. Our software and services enable marketers to develop products, advertisements and designs that perform better in market. Our patented technology reliably identifies the top concepts with greatest potential and measures against relevant benchmarks including competitors, all driven by consumer preference. Global organizations and Fortune 500 companies around the world rely on Affinova to deliver higher success rates, bigger businesses, and faster time to market. [www.affinova.com](http://www.affinova.com)

## Declan Carney

### CEO



#### BlueLink Marketing

Declan Carney is a 20-year sales, marketing and media veteran, and the current CEO and co-founder of BlueLink Marketing. His career began in direct mail B2B lead generation and print ad sales in 1990's at Venture Direct in NYC. He became the VP of Sales and helped Venture to become one of the first companies doing B2C online generation. He was recruited by Lexis Nexus to help launch Lawyers.com, which is now the number one destination site for people looking for a lawyer. He was recruited by InfoUSA to be the SVP of Sales and then became President of IDEXEC, an online business intelligence tool for Fortune 5000 companies, with sales offices in New York and London. Due to his success at IDEXEC, Declan was promoted to become the SVP of Sale Op's for the Donnelly Group, a \$500 million group of companies under the InfoUSA umbrella. Kinder Hook, a NYC Venture Capital company, recruited him to be the SVP of Sales for CPC Associates at traditional direct marketing data. He helped grow the product offerings and dramatically grow sales. This dramatic growth allowed the company that was purchased by Kinder Hook for \$14 million to be sold to Epsilon for \$72 million just 18 months later. Declan was recruited as SVP of Sales by Exchange Place, a division of Accona.com that was an ill-fated would-be Google. He met his business partner, Gerald Owens, at Exchange Place. They went on to found BlueLink in April of 2010.

#### About BlueLink Marketing

BlueLink Marketing delivers contextual advertising solutions for Advertiser and Publishers outside the major search engines. Our direct advertiser client's leverage our cloud based proprietary ad serving platform - which includes: filtering, targeting, pricing, and analytics to drive a positive ROI from over 1.4 million traffic sources worldwide. BlueLink Marketing presently process over a billion search queries a day. BlueLink also has an online publishing division with 11 proprietary unique content websites which receive close to 20 million unique visitors per month and deliver over ½ a billion display and pre-roll video ad impressions per month. [www.bluelinkmarketing.com](http://www.bluelinkmarketing.com)

## Alex Kelleher

CEO

### Cognitive Match

Alex is the founder and CEO of real-time ad optimization market leader, Cognitive Match. Prior to Cognitive Match, Alex was previously founder and CEO of Vivid Edge, a leading London-based web design agency with clients ranging from Shell and Unilever to Lastminute.com and BuildOnline. Vivid Edge was sold in 2000 to Framfab (now LBi). Alex then became co-founder and commercial director of Touch Clarity, a personalisation and reporting/analytics provider to the top UK banks, global car companies, and technology providers, including Microsoft. Touch Clarity was sold in 2007 to Omniture (now Adobe).



### About Cognitive Match

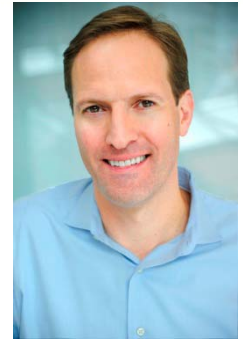
Cognitive Match uses the latest advances in artificial intelligence, learning mathematics, psychology, and semantic technologies to create systems that match individuals with content in real-time. This content can be product, offers, editorial, or creative executions. Our systems maximize response, revenue, and, ultimately, profit for our clients. Dynamic Creative Optimization from Cognitive Match helps advertisers win consumer engagement and conversion by giving them the power to easily deliver what consumers crave most in their interactions with brands – relevance. Cognitive Match provides the world's best Dynamic Creative Optimization solution for Display Ads and Brand Sites.  
[www.cognitivematch.com](http://www.cognitivematch.com)

## Scott Meyer

CEO

### Evidon

Scott is the CEO of Evidon, the global leader in revealing the invisible web. Scott created Evidon while an entrepreneur-in-residence at Warburg Pincus, the global private equity firm that is supporting the company. From 2005-2008, Scott was president and CEO of About.com, a part of The New York Times Company. He spent eight years with The New York Times Company in a number of senior management roles, where, in addition to his role at About.com, he was the general manager of the company's flagship website, The New York Times on the Web. He also served as vice president, strategic planning for The Boston Globe. Before joining The New York Times Company, Scott was with Multex.com, a venture-backed company, which was acquired by Reuters in 2003 after a successful IPO in 1999, where he was vice president and general manager of its business-to-consumer division. Before beginning his media career, Scott worked in management consulting at The Boston Consulting Group and in investment banking at Merrill Lynch.



### About Evidon

Evidon empowers consumers and businesses to see, understand, and control data online. With insights fuelled by its Ghostery browser extension, automated scanner, and rich, 1,000+ company privacy database, Evidon enables businesses to assess the cookies and other tracking activity on their websites, helping them to protect their audience data and improve performance. As the first and largest dedicated provider of privacy and compliance solutions for digital media, Evidon also enables leading brands, agencies, publishers, advertising networks, and others to comply easily with privacy laws and self-regulatory programs across North America and Europe. Evidon serves more than 1.5 billion "AdChoices" notices daily on behalf of these businesses in the U.S. and in local languages across Europe, giving consumers transparency into and control over how their information is used online. With technology integrations into Adobe, Appnexus, DataXu, DoubleClick, DoubleVerify, Invite Media, MediaMath, Pointroll, Pubmatic, TagMan, Turn, and more, Evidon makes delivering privacy notices easy.  
[www.evidon.com](http://www.evidon.com)

## Andrew Beranbom

### VP of Business Development

#### Extole

Andrew co-founded Extole and is responsible for leading the company's business development efforts and focuses on working with leading agencies to provide innovative Consumer-to-Consumer (C2C) social marketing solutions to brands. Andrew co-founded TellAPal, which was Extole's precursor, and continued on to co-found Extole. Prior to TellAPal, Andrew was an early employee at Adteractive, where he was responsible for managing explosive growth and also held key product management positions at Yahoo! Shopping and Yahoo! Travel.



#### About Extole

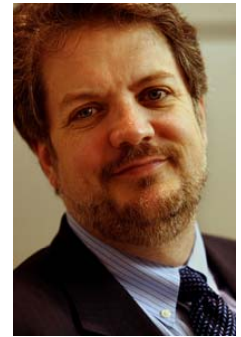
Extole is the leading Consumer-to-Consumer (C2C) Social Marketing Platform for brands to tap into the power of customer advocates to drive measurable marketing results through social word of mouth. With Extole-powered social referrals, promotions, expressions, and analytics, brands can drive advocacy, amplify awareness, and acquire new high-value customers, while gaining insight into customer behavior and advocates. Extole powers C2C social marketing programs for more than 250 brands, including Redbox, T-Mobile, Vistaprint, Shutterfly, kate spade new york, Travel Channel, New York Times, and SkyMall. [www.extole.com](http://www.extole.com)

## Ernie Cormier

### CEO & President

#### Nexage

Ernie is the president and CEO of Nexage, responsible for the company's strategic direction and business operations. He has built a successful career in wireless, digital media and content, software, and the Internet. After a well-rounded engineering education, Ernie started in product design and development, thereafter demonstrating consistent advancement to senior executive leadership roles. He was most recently CEO of a venture-backed start-up in mobile gaming and consumer electronics, sold in December 2009. Just before that, he completed two years as the chief commercial officer and managing director, group strategy and corporate development for Virgin Media in the United Kingdom (NASDAQ: VMED), with 9.5 million customers (mobile, cable TV, broadband, and fixed-line telephony), with approximately \$6 billion in revenue. At Virgin Media, he was responsible for the consumer business P&L, including all sales channels, marketing, brand, product, content acquisition, PR, care, retentions, credit and collections, strategy, corporate and business development, and all related functions.



#### About Nexage

Nexage is the leading premium mobile advertising exchange, connecting more than 300 publishers and developers with more than 150 demand sources to create the most efficient, liquid, and vibrant market in mobile advertising today. The intelligent Nexage Exchange delivers the most advanced solutions in the market today, including both private and public exchanges, data enrichment, rich media and video ad units, and a real-time targeting capability that gives buyers powerful campaign ROI results, while enhancing the value of our publishers' inventory. Our business controls, filters, real-time reporting, and data enrichment capabilities combine to give our customers the visibility, controls, and tools to accelerate their business, as they want. Nexage serves customers on a worldwide basis with offices in Boston, New York, and San Francisco. [www.nexage.com](http://www.nexage.com)

## Alistair Goodman

CEO

### Placecast

As CEO of Placecast, Alistair brings both passion and experience in helping create, build, and scale successful new media

organizations. Prior to Placecast, Alistair was vice president of strategic marketing at Exponential

Interactive, an online media services and technology company whose flagship brand, the Tribal Fusion ad network, grew to be one of the largest privately-held digital media companies in the U.S. during his time there. Before joining Exponential Interactive, he was a founder and senior vice president for sales and marketing at Impli, a San Francisco-based digital media company, which was acquired by Premier Retail Networks (PRN). Earlier in his career, he worked first on Wall Street and then as a management consultant for both CSC Index and Corven UK Ltd, helping large organizations with process reengineering and the implementation of growth strategies.



### About Placecast

As pioneers in the arena of location-based marketing, Placecast delivers patented technology and strategic insight to connect people to the brands they love in the real world. Placecast's ShopAlerts is an end-to-end mobile monetization solution based on location that is specifically designed to use digital marketing on mobile devices to drive consumers into physical retail environments. ShopAlerts' geofence marketing programs have transformed the location-based industry, taking home the top prize for innovation awarded by the National Retail Federation. More than 130 brands, including The North Face, Starbucks, L'Oreal, Subway, Kohl's, Kiehl's, Kmart, HP, Chico's White House Black Market, JetBlue, and SC Johnson, have all run ShopAlerts programs with Placecast and our partners. ShopAlerts is licensed by Telefonica O2 in Europe and AT&T and DDR in the U.S. and is currently being actively used by more than 10 million consumers. In the U.S., ShopAlerts programs can be delivered across AT&T, Verizon, Sprint, and T-Mobile, reaching up to 268 million consumers. [www.placecast.net](http://www.placecast.net)

## John Williamson

CEO

### Qualvu

As CEO of Qualvu, John is responsible for the company's strategic vision and execution.

John founded Qualvu in 2008 with a vision to transform the \$6 billion qualitative research category, pioneering a scalable platform leveraging better consumer feedback via mobile video and blogging, intuitive analysis tools including searchable video, and new ways for researchers and their clients to collaborate and share insights.



### About Qualvu

Today, the company is 70 great people with an operating mindset, and the world leader delivering new insights to tier one brands via innovative technologies. The company licenses and brands its digital platform to qualitative researchers around the globe under the 24tru brand. Combined, the company's vision is to create the singular operating system for global qualitative research.

[www.qualvu.com](http://www.qualvu.com)

## Mike Cunnion

### CEO

#### Remedy Health Media

As CEO, Michael is responsible for Remedy Health Media's strategic vision and growth, including overseeing its operations and establishing a culture of productivity and collaboration.

Since joining the company in 2008,

Michael has led the content and digital expansion of Remedy's business through a mix of organic activities and acquisitions, including the integration of the University Health Publishing business and the acquisition of HealthCommunities, Intelecare Compliance Solutions, and the Health Central Network. Remedy now reaches more than 150 million health-minded consumers each year with its proprietary content at the point of care, online, and on mobile devices. Previously, Michael was president of HealthTalk, a leading online content provider for chronically ill patients and caregivers. Having authored key strategic changes to the organization's business model that achieved a growth in revenue, Michael successfully positioned and sold HealthTalk to Revolution Health in December of 2007. Following the acquisition, Michael became Revolution's chief revenue officer, overseeing revenue and sales strategy until the merger of Revolution Health and Everyday Health in 2008. Prior to his roles at Revolution and HealthTalk, Michael led consumer sales strategy at WebMD Health.



#### **About Remedy Health Media**

Remedy Health Media is America's fastest growing health information and technology company. We are a leading provider of clinical resources and wellness tools that help millions of patients and caregivers live healthier, more fulfilled lives. Our mission is to empower patients and caregivers with the information and applications needed to efficiently navigate the healthcare landscape and, as a result, to permit better health outcomes through use of our products and services. [www.remedyhealthmedia.com](http://www.remedyhealthmedia.com)

## Don Epperson

### Chairman

#### Simpli.fi

Don Epperson is co-founder and chairman of Simpli.fi Holdings, a display advertising platform specializing in search retargeting, site retargeting, contextual targeting, and demographic targeting. Don is



focused on building Simpli.fi's international operations. His efforts have helped to bring the Simpli.fi platform to numerous markets around the globe. Today, Simpli.fi has a presence in North America, Asia, Taiwan, India, Singapore, Malaysia, the Philippines, the UK, France, Germany, Australia, and Spain. Prior to Simpli.fi, Don served as global CEO of Havas Digital, one of the industry's largest digital holding companies. In 2008, RECMA ranked it the 2nd largest digital media buying company in the world. While at Havas, Don founded Adnetik, one of the industry's first trading desks and the precursor to today's demand side platforms (DSPs). Don sits on the board of directors for several firms, including Green Decisions, AdSafe, Insight Insite, and buildOn.

#### **About Simpli.fi**

Simpli.fi is a completely customizable digital advertising platform. Part demand side platform, part data management platform, and part supply side platform. Our platform provides you with immediate access to an inventory of billions of impressions each month, across hundreds of thousands of websites, which you can then target on a keyword level in a real-time bidding environment. Leverage consumer intent search data to deliver the right impression to the right consumer each time. We offer search retargeting, site retargeting, contextual targeting, and demographic targeting for display advertising campaigns. We also have solutions for networks and publishers. Smppli.fi Holdings, Inc. was incorporated in 2010 and is based in Fort Worth, Texas with additional offices in New York, New York; Boston, Massachusetts; Munich, Germany; Mumbai, India; and Beijing, China. [www.simpli.fi](http://www.simpli.fi)

## Guillaume Gauthereau

CEO

TOTSY

Guillaume, a serial entrepreneur, business leader, and a socially conscious and green activist, is the co-founder and CEO of TOTSYS, where he successfully raised \$15 million for the company's first and second rounds of financing. In 24 months, he led the company to become the second largest U.S. private sale site dedicated to moms and kids, attracting more than three million members and earning a ranking in *Forbes* as one of America's Most Promising Companies. His passion for social responsibility and sustainability is reflected in the TOTSYS brand, with its unique position as the only U.S. carbon neutral and socially responsible flash sale company.

Guillaume's experience spans 15 years working in executive roles with numerous companies in the retail & luxury industry. He was most recently CEO of Lalique North America and UK, where he held the honor of being the youngest CEO for an international luxury retail company and successfully increased retail and wholesale distribution in the US and Canada, closing the largest transaction in the company's history and positioning Lalique as the first brand in its category. Prior to that, Guillaume was general manager of Louis Vuitton's flagship Champs-Élysées store in Paris, where he managed a \$150 million P&L. He began his career with Nestle Ralston Purina and Colgate Palmolive Hill's Pet Nutrition in the health and pet industry, where he found the opportunity and inspiration for his first startup, Alidoo.com, Europe's first online retail company dedicated to pets. In 2011, Mayor Bloomberg named him a NYC Venture Fellow, an honor given to exceptional entrepreneurs who create jobs. He is a member of the World Entrepreneurship Forum, the Clinton Global Initiative and e2.org / NRDC.org.



### **About TOTSYS**

Headquartered in New York, TOTSYS is a privately held company dedicated to providing its members with access to essential products and brands designed for expecting moms, parents, babies, and kids at sample sale prices. Shopping events are designer-specific and held over a 72 hour period. Membership is free of charge and by invitation only. As of November 2011, TOTSYS reported 3000% YOY growth, making it the fastest growing private sale site in the US and one of the fastest growing digital media companies in the world. The company has millions of registered users, the vast majority of whom are active on the site on a daily basis. For these and other achievements, TOTSYS was named as one of *Forbes'* Most Promising American Companies of 2011. The company is financially backed by DFJ Gotham and Rho Ventures. [www.totsy.com](http://www.totsy.com)

## Tony Chen

CEO

Yellow Thunder Media

Tony is the founder and CEO of Yellow Thunder Media (YTM), a technology-driven video marketing platform that increases engagement for brand videos on YouTube. Prior to starting YTM, Tony was a student at Rice University where he double majored in piano performance and economics and minored in business. He founded YTM as a sophomore and, as soon as the company took off, Tony dropped out of Rice and assembled an elite team of experienced YouTube and brand executives behind his vision. YTM is an industry leader in the social video space, working with more than 100 Fortune 500 brands and more than 85 agencies across the world.



### **About Yellow Thunder Media**

Yellow Thunder Media is a technology-driven video marketing platform that helps brands be more successful on YouTube. YTM's platform and expertise levels the playing field for brands trying to compete on YouTube. By engaging targeted audiences across its network of mobile, social, premium, editorial, and games publishers, YTM helps videos trend on YouTube where they have a real chance to "go viral." As a trusted partner for more than 100 Fortune 500 brands and more than 85 agencies across the world, YTM ensures that videos are optimized for social actions in brand safe environments. In addition to maximizing organic/earned views by trending, YTM optimizes videos and YouTube channels for search and better engagement. Founded in 2010, YTM is a privately-held company based in Los Angeles. [www.weareytm.com](http://www.weareytm.com)



# PetskyPrunier

INVESTMENT BANKERS

## Expertise Commitment Results

New York  
Palo Alto  
Las Vegas  
Chicago  
Tampa

MICHAEL PETSKEY / Partner  
212.842.6001 • mpetsky@petskyprunier.com

JOHN PRUNIER / Partner  
212.842.6021 • jprunier@petskyprunier.com

SANJAY CHADDA / Partner & Managing Director  
212.842.6022 • schadda@petskyprunier.com

NORM COLBERT / Partner & Managing Director  
702.990.3280 • ncolbert@petskyprunier.com

CHRISTOPHER FRENCH / Managing Director  
212.842.6033 • cfrench@petskyprunier.com

AMY LABAN, CFA / Managing Director  
212.842.7126 • alaban@petskyprunier.com

JED LAIRD / Managing Director  
212-842-712- • jlaird@petskyprunier.com

SETH ROSENFELD / Managing Director  
212.842.6018 • srosenfeld@petskyprunier.com

JOHN STERNFIELD / Managing Director  
650.320.1650 • jsternfield@petskyprunier.com

SCOTT WIGGINS / Managing Director  
212.842.6028 • swiggins@petskyprunier.com

MATTHEW KRATTER / Senior Vice President  
212.842.6024 • mkratter@petskyprunier.com

### About Petsky Prunier

Petsky Prunier ([www.petskyprunier.com](http://www.petskyprunier.com)) is one of the leading investment 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.