

PetskyPrunier
INVESTMENT BANKERS

SPOTLIGHT

dinner

November 6, 2013
New York

PetskyPrunier
INVESTMENT BANKERS

SPOTLIGHT dinner

AGENDA

November 6, 2013
New York

6:30-7:30

Reception

7:30

Dinner

7:45

Speaker Introductions

Cy Smith, CEO
AirSage

John Amato, Chairman & CEO
BackStage

Tom Caporaso, CEO
Clarus Marketing Group

Max Yankelevich, CEO
CrowdComputing Systems

Gina Bartasi, CEO
FertilityAuthority

Greg Petro, CEO
First Insight

Brian Loew, CEO
Inspire

David Burgess, COO & President, DMO Division
Miles Media Group

Ric Calvillo, CEO
Nanigans

Laura O'Shaughnessy, CEO
SocialCode

Justyn Howard, CEO
Sprout Social

John Rosso, President, Market Development
Triton Digital

Richard Pasewark, CEO
Visible Technologies

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.

Cy Smith

CEO

AirSage

Cy is an experienced entrepreneur with more than 25 years of experience in the telecommunications industry. Prior to launching AirSage in 2000, Cy was founder, president, and CEO of Advance Technology Corporation (ATC), a pioneer and leader in GIS



and GPS-based solutions for wireless and wireline telecommunications companies. He began his career with BellSouth Corporation, holding positions in network engineering, quality assurance, and management. Cy has been recognized as one of Georgia Tech's "Outstanding Young Engineers" by the Georgia Tech Alumni Association and has received awards from the American Electronics Association for leadership and innovation in technology.

About Airsage

AirSage pioneered the transformation of wireless network signaling data into powerful mobility information soon after their founding in 2000. Early research led to unique developments that enable AirSage to provide more accurate location information, ubiquitous population analytics, and time-of-day movement patterns of people. Today, AirSage has the widest coverage of any real-time location based service provider in the country. We collect and analyze real-time mobile signals to produce more than 15 billion anonymous locations every day. By turning every mobile device (cell phones, tablets, PDAs, etc.) into a mobile data sensor, AirSage provides unmatched scale and accuracy, while fully protecting user privacy. Advertisers, businesses, transportation planning professionals and engineers, emergency responders, and a host of others finally have easy access to data that they can use for modeling and forecasting the location, movement, and flow of people throughout the day. The data can easily be integrated into larger migration, demographic, and socio-economic models, giving our customers an edge when solving traffic congestion, planning for urban growth, creating targeted marketing and advertising campaigns, or building stronger customer relationships. www.airsage.com

John Amato

Chairman & CEO

Backstage

John Amato is the chairman and chief executive officer of Backstage. John orchestrated the 2011 buy-out of Backstage from Prometheus



Global Media and has since led the company's operations and its strategic direction, including the 2012 re-launch of the website and magazine, as well as the 2013 acquisition of Sonicbids. Prior to Backstage, John was the president and co-founder of Show Media, the nation's premiere transit-based, out-of-home advertising company. At Show Media, John led all day-to-day operations and strategic direction for the company. The company's clientele included more than 300 Fortune 1000 brands, such as Microsoft, JP Morgan Chase, Nike, Universal Pictures, the Walt Disney Co., Verizon, and Louis Vuitton. Show Media was sold to VeriFone (NYSE: PAY) in 2011 in a deal valued at more than \$30 million.

About Backstage

For more than 50 years, Backstage has been the most trusted place for actors to find career advice and casting information. Started in December 1960 by Ira Eaker and Allen Zwerdling, Backstage quickly became required reading for every young actor who came to New York to cut their teeth. The newspaper's original blue-and-red logo became as synonymous with NYC actors as a class at The Actors Studio. A Los Angeles edition, Backstage West, was launched in 1994, and Backstage.com came to life in 1997. In late 2008, the two regional newspapers were synthesized into a single national edition, now known simply as Backstage, which is sold across the United States and Canada. Today, the Backstage brand signifies something greater than simply casting notices. Backstage is a place where actors, singers, and dancers can connect with the greater performing arts community. More importantly, Backstage is where performers can get all the information they need to succeed in the entertainment business. Actors browse through our weekly newspaper, checking updated production listings, or reading our periodic spotlights on photography, college programs, acting schools, and coaches. They check our many interactive online features, from news, reviews, and advice columns to a vibrant message board, weblogs, video, and much more. www.backstage.com

Tom Caporaso

CEO

Clarus Marketing Group

Tom Caporaso is the CEO and a board member of Clarus Marketing Group. Tom has nearly two decades of direct marketing experience, specializing in continuity, subscription, and custom loyalty programs. His background includes senior management roles in eCommerce, site optimization, SEM and SEO, product, marketing, sales, and client services. Over his career, he has created subscription products for top 50 eCommerce websites, leading financial institutions, and popular content websites and companies. Under his direction, Clarus has achieved significant revenue growth over the last several years, tripled its workforce, and expanded its suite of products.



About Clarus Marketing Group

Clarus Marketing's mission is to create great products that strengthen clients' businesses, build greater brand loyalty, and foster long-term, profitable relationships by enhancing the lives of the people who use these products. Through its innovative, easily customized programs, including FreeShipping.com, Travel Plus, and MagSwap, Clarus has earned its reputation as a leader in the subscription commerce industry. www.clarusmarketing.com

Max Yankelevich

CEO

CrowdComputing Systems

Max founded CrowdComputing Systems in 2010 and now spearheads the company's work combining artificial intelligence and crowdsourcing to build products, including its WorkFusion platform. Max is an expert on crowdsourcing, high-value customized data sets, and their potential to impact enterprise organizations. An evangelist for the emerging field of crowd computing and a dynamic speaker, Max has changed the perception of crowdsourcing among decision makers. He is a seasoned technology entrepreneur with more than 15 years of experience in large-scale cloud computing and start-up technology companies with a focus on business. Max is also founder and chief architect at Freedom OSS.



About CrowdComputing Systems

CrowdComputing Systems (CCS) provides the leading crowd computing platform. The company's SaaS solution meets the on-demand, elastic workforce needs of financial services, retail, and media businesses by combining the power of machine learning, crowdsourcing, and automation. CCS's CrowdVirtualizer product creates a crowd workforce from 20 million virtual workers drawn from common online talent exchanges. The company's WorkFusion™ product uses machine learning to create and manage workflows, automate repetitive tasks, and optimize the quality, cost-effectiveness, and speed of work. By automating repetitive tasks and tapping the crowd for tasks that can only be done by humans, this hybrid solution delivers quality, efficiency, speed, and scale impossible solely with an in-house or outsourced workforce. Born out of MIT research in 2010, CCS is a privately-held company headquartered in New York City. www.crowdcomputingsystems.com

Gina Bartasi

CEO

FertilityAuthority

Gina Bartasi is the founder and CEO of FertilityAuthority, the web's leading publisher of fertility content providing a robust physician directory and booking engine, with more than one million monthly visitors. Gina's insight into the fertility customer's needs has positioned FertilityAuthority as the top patient referral source for clinics across the country and is soon to be the only financing company for fertility preservation, the provider of custom discount plans on multi-cycle IVF treatment and facilitator of medical tourism. Prior to founding FertilityAuthority.com, Gina was the founder and chairman of The Leader Publishing Group, a magazine publishing firm in Atlanta, GA, where she was a finalist for the Ernst & Young Entrepreneur of the Year, Metro Atlanta Chamber's Small Business Person of the Year, and Woman of the Year in Technology.



About FertilityAuthority

FertilityAuthority is a comprehensive online resource and network for women and men seeking fertility, infertility, and family building information, advice, referrals, and evaluations. Our websites are designed to provide quality information on a wide range of topics, as well as simplify the search for a trusted fertility doctor, clinic, or service.
www.fertilityauthority.com

Greg Petro

CEO

First Insight

Years ago, retailers engaged with shoppers one to one to understand their needs and preferences. As the industry grew, personal dialogues were replaced with automated systems. Today, many retailers and brands have lost touch with who their customers are and what they truly want. Greg Petro is passionate about removing the distance between consumers and retailers. During his 20 year career in retail merchandising and as an executive with one of the world's leading supply chain technology firms, Greg saw a need for retailers and brands to re-engage with consumers to determine how products will perform before costly investment decisions are made. In 2007, Greg founded First Insight to deliver what is now the world's leading platform empowering retailers and brands to introduce the right products at the right price. Greg is a regular contributor to Forbes.com and speaks at the graduate business schools of Columbia University and the University of Pittsburgh on how retailers can use technology to identify and deliver what their customers really want.



About First Insight

First Insight is a cloud-based solution provider empowering retailers and brands to introduce the right products at the right price. Leveraging online gamification technology, social media, and crowdsourcing, First Insight collects thousands of data points from consumers on hundreds of candidate new products in 48 hours. The solution applies predictive analytic models to this "big data" and presents clear guidance to retailers and manufacturers on product selection, inventory investment, and optimal price points. Companies adopting the First Insight solution have experienced gross margin dollar gains of 3-9% through improved product assortments and more accurate entry pricing, and First Insight guarantees its results. Customers include Vera Bradley, David's Bridal, PacSun, Avon, Saks Off Fifth, and a number of other leading retailers and brands.

www.firstinsight.com

Brian Loew

CEO

Inspire

Brian created Inspire in 2005 with the goal of accelerating clinical trial recruitment through the use of safe, trusted online social networks, organized by medical condition, for patients and their caregivers. Brian believes that patient contributions to medical progress have been historically underappreciated and great progress in medical research will result from involving patients and fully valuing their contributions. Previously, Brian was responsible for technology strategy for The Washington Post, where he developed innovative products and acted as a technology liaison between the newspaper and washingtonpost.com. Brian has been an Internet entrepreneur since 1994 when he founded worldweb.net, a content management software company that created and launched over 100 websites for major publishers, including U.S. News & World Report, Hachette Filipacchi, Time Warner, and The Washington Post Company. Brian is a regular author and speaker on topics related to e-health, patient empowerment, and healthcare social media.



About Inspire

Inspire is a privately-held company based in Princeton, New Jersey, partnering with organizations including the Ovarian Cancer National Alliance, National Osteoporosis Foundation, Arthritis Foundation, Genetic Alliance, and National Psoriasis Foundation, among others, to provide online patient communities in a safe, privacy-protected environment. With more than 80 exclusive national patient organization partnerships and approximately 400,000 registered members, Inspire has created the most authentic platform for patient engagement. www.corp.inspire.com

David Burgess

COO & President, DMO Division

Miles Media Group

During his 14 year tenure at Miles, David has been instrumental in leading a fundamental shift from traditional to digitally-centered marketing services. David has helped evolve Miles into the industry leader in marketing destinations. Through creating recurring funding models that expand Miles clients' budgets by drawing upon revenues derived from travel industry businesses, David and his 170-person team execute programs with broader reach that more effectively market destinations. David is an active member of the Board of Directors for the U.S. Travel Association.



About Miles Media Group

Miles is a marketing services company focused in the travel sector exclusively specializing in destinations and destination resorts. Miles works with Brand USA, the entity responsible for marketing the U.S. internationally, with 14 states, including California and Florida, and with 47 U.S. cities, including San Francisco, Washington D.C., and Chicago. www.milespartnership.com

Ric Calvillo

CEO

Nanigans

Ric Calvillo is Nanigans' co-founder and CEO. Since its inception in 2010, Ric has led Nanigans to become the market-leading Facebook advertising SaaS platform, having achieved 10x growth and hundreds of direct response advertisers. With more than 20 years of startup experience, Ric has founded and led three technology companies. He is an angel investor, an active member of the Massachusetts Technology Leadership Council, and a supporter of the University of Pennsylvania's Engineering Department. Prior to co-founding Nanigans, Ric was founder and CEO of Incipient, a venture-backed data storage infrastructure software company. Prior to Incipient, Ric founded and led Conley Corporation, which was acquired by EMC Corporation in 1998. Conley Corporation developed enterprise data storage software, including the award-winning EMC PowerPath. Ric spent three years at EMC Corporation as general manager of the EMC Cambridge Software Center.



About Nanigans

Nanigans is pioneering the next evolution in media buying with its predictive lifetime value platform for performance marketing. Transforming customer acquisition and remarketing at scale, Nanigans' Ad Engine™ is the only SaaS platform that measures, predicts, and optimizes ad spend for lifetime ROI across desktop and mobile. In 2012, Nanigans was named one of Facebook's original 12 Strategic Preferred Marketing Developers (sPMD) and is one of Facebook's largest ad partners. Nanigans is the only sPMD with access to both the native Facebook Ads API and Facebook Exchange. The company has been chosen by more than 250 of the world's leading performance marketers across retail, gaming, travel, and more, including eBay, Fab.com, RueLaLa, VistaPrint, Wayfair, and Zynga. www.nanigans.com

Laura O'Shaughnessy

CEO

SocialCode

Laura founded SocialCode to help the world's largest brands extract the maximum value from their social marketing initiatives. She leads the company in finding innovative ways to execute client social campaigns that achieve larger marketing goals. Previous to SocialCode, she ran business development and product strategy for the Slate Group, focusing on advertising product development and strategic partnerships. Prior to joining The Washington Post Company, Laura worked for several DC-based consumer technology companies, where her purview spanned from the business planning and partner development to the management and execution of large search engine and acquisition marketing campaigns.



About SocialCode

SocialCode is a leading social marketing solutions partner dedicated to driving cross-platform social ROI. Our capabilities are rooted in the advanced research of SocialCode Labs, empowering advertisers with outstanding campaign performance and community insight. Fueled by proprietary technology, SocialCode grows qualified communities, engages those audiences, and activates them as customers and brand evangelists for top national advertisers. SocialCode is a Facebook Strategic Preferred Marketing Developer (sPMD), Twitter API partner, and a subsidiary of The Washington Post Company. www.socialcode.com

Justyn Howard

CEO

Sprout Social

Justyn Howard is the founder and CEO of Sprout Social, a leading Social Media Management (SMM) platform. Founded in 2010, Sprout Social provides innovative tools that help businesses more effectively manage their social media and social care efforts. A technologist at heart, Justyn is extremely passionate and fully dedicated to helping businesses do more with less and maximize social media engagement opportunities. Prior to founding Sprout Social, Justyn was a sales leader in the enterprise software space for ten years and has written two books on the subject of leveraging technology to impact sales. A leader in Chicago's tech space, he has been honored in Crain's "Tech 25" (2011), Techweek's Tech100 (2012, 2013), and recently as the ITA's 2013 CityLights "Technologist of the Year."



About Sprout Social

Sprout Social provides social media engagement, publishing, and analytic tools for top global brands, including AMD, McDonald's, UPS, Spotify, and Yammer. A powerful platform for social business, Sprout enables brands to more effectively manage social channels and provide an exceptional customer experience. Headquartered in Chicago, Sprout is a Twitter Certified Product, Facebook Preferred Marketing Developer, and Google+ Pages API.

www.sproutsocial.com

John Rosso

President, Market Development

Triton Digital

John Rosso has been Triton Digital's president of market development since May 2012. He is responsible for all agency and advertiser-facing activity worldwide, including online audience measurement, ad sales, and agency workflow systems integration, as well as Triton's programmatic audience buying and real time bidding platforms. John previously served as president of Citadel Media Networks, one of the largest commercial radio networks in the United States and as senior vice president of digital for The Walt Disney Company's ABC Radio Division. A recognized leader in the area of digital media, John is also a frequent speaker on the topic of online audio.



About Triton Digital

Triton Digital is a mid-stage technology company focused on the digital audio industry. More leading publishers, including CBS, Pandora, Entercom, Microsoft, and Slacker, use the Triton platform to enrich their content and deliver it to a global audience than that of any other company. Triton's Webcast Metrics product is the MRC accredited industry standard in digital audio measurement. Its Ad Injector technology delivers billions of impressions to millions of streams each month. Its ad exchange, a2x, is the only programmatic audience buying platform for audio and has broad adoption across both publishers and agencies. Triton Digital creates meaningful, amplified connections between audio, audience, and advertisers. www.tritondigital.com

Richard Pasewark

CEO

Visible Technologies

As chief executive officer of Visible, Rich brings a rare combination of marketing expertise and enterprise leadership to the organization. He views the social media landscape from an enterprise marketing perspective, leveraging his experience working with some of the most innovative brands and advertising agencies in the world. This background helps identify ways clients can generate value and results via social intelligence software and services, and provides the inspiration for the next generation of solutions that can help

marketing leadership prove results and ROI. Prior to his current role, Rich was president of Cymfony, where he scaled the organization to meet the growing demand for insights delivered from unique social media technology and analyst services. He brings more than two decades of experience as a business leader, strategist, and software visionary for industry icons, including Quark, Adobe, and EDS.



About Visible Technologies

Visible Technologies is the industry leader in advanced social intelligence and engagement for enterprises and agencies around the globe. Our patented platform, Visible Intelligence, and innovative Insights Services have enabled marketing professionals and business leaders at Fortune 1000 companies to transform their social media programs. Visible has been recognized by leading industry analyst reports, including the Gartner Magic Quadrant and Forrester Research Wave, specifically for our clean, reliable data and robust Insight Services practice. Founded in 2005, Visible is headquartered in Seattle with offices in Boston and London. www.visibletechnologies.com

PetskyPrunier

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About Petsky Prunier

Petsky Prunier is one of the leading investment banks in the technology, media, marketing, eCommerce, and healthcare industries. 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, a Petsky Prunier company, our organization represents one of the largest industry-specific advisors providing strategic and transactional services. In addition, we offer international reach through our partnership with Altium. Established for more than 20 years and privately owned, Altium is an international investment bank operating from eight offices across Europe. Securities transactions are processed through Petsky Prunier Securities LLC, member of FINRA/SIPC.