

**PetskyPrunier**  
INVESTMENT BANKERS

# SPOTLIGHT dinner

## AGENDA

November 5, 2014  
New York

6:45-7:30

7:30

7:45

**Reception**

**Dinner**

**Speaker Introductions**

**Celeste Gudas, CEO**  
24 Seven

**Renée Hill, Co-CEO & President**  
eyereturn marketing

**Meredith Flynn-Ripley, CEO**  
HeyWire Business

**Will Margiloff, CEO**  
IgnitionOne

**Harry Kargman, CEO**  
Kargo

**Todd Rose, SVP**  
NinthDecimal

**Doug Shattuck, CFO**  
OwnerIQ

**Matt Moog, CEO**  
PowerReviews

**Jonathan Ewert, CEO**  
Reputation Institute

**Brendan Condon, CEO**  
REVShare

**Zac Moffatt, Co-Founder**  
Targeted Victory

**Finn Faldi, CEO & President**  
Trueeffect

**John Zubak, CEO**  
VIIAD Systems

**Dana Arnett, CEO**  
VSA Partners

**Ash Kalb, Co-Founder**  
White Ops

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.*

## Celeste Gudas

### CEO

#### 24 Seven

Celeste is a distinguished entrepreneur and recruiting industry innovator, who launched 24 Seven in 2000 as a talent solutions partner for



fashion, luxury, beauty, and retail companies. One of the fastest growing, privately held staffing firms, the company has expanded from a single New York office to 13 locations, including Toronto, Paris, and London. Today, 24 Seven is the leading specialized talent search firm for global brands and emerging companies worldwide in fashion, retail, advertising, marketing, design, interactive/digital, media, beauty, CPG, and entertainment. Celeste is a hands-on CEO in every business aspect: growth into new markets, mergers and acquisitions, sales and key client relationships, marketing, operations, and staff training and development. In 2014, Celeste was honored by The Women Presidents' Organization with one of the organization's most prestigious awards, The Mary Lehman MacLachlan Economic Empowerment Award.

#### About 24 Seven

As a strategic resource for talent management, 24 Seven helps creatively-driven global brands identify, recruit, and secure game changing talent. Our innovative approach combines global reach, industry expertise, and market intelligence to deliver top performers that advance the unique business goals of our clients. We are the go-to talent source supporting the world's top teams in fashion, retail, marketing, advertising, interactive/digital, eCommerce, design, beauty, events, and sports/lifestyle. Our strategic recruiting professionals have either personally worked in or recruited exclusively for the industry practice they serve. Their hands-on experience makes them experts at perfectly matching candidates to clients.

[www.24seventalent.com](http://www.24seventalent.com)

## Renée Hill

### Co-CEO & President eyereturn marketing

Over the course of 20 years in the media industry, Renée has never stopped innovating. Building on progressively senior roles in media buying, research, and sales, by the year 2000, Renée was ready for the challenge of starting a



digital technology company. Since then, eyereturn marketing has grown within a hyper-competitive industry to become a company of more than 80 people with four offices in the U.S. and Canada. As co-CEO, Renée leads the eyereturn business agenda with much of the company's success resulting from her strong belief that an integrated, innovative stack of technology and service delivers maximum online media efficiency with minimum waste. Regularly appearing at industry events as a thought leader, Renée is a fierce defender of choice in the digital landscape, drawing attention to the growing domination of a few companies in online media.

#### About eyereturn marketing

eyereturn marketing is a predominant third-party ad server and demand-side platform featuring built-in ad delivery, monitoring, and measurement tools that serve and observe millions of user interactions across millions of sites every day. These platforms, combined with eyereturn's proprietary data-management platform, are able to secure top digital real estate for clients at the right price. This is all made possible by eyereturn's proprietary bidder and algorithms that tap into industry leading publishers and ad exchanges in real time – giving marketers unparalleled reach, all the while maximizing their campaign ROI. For more than a decade, eyereturn marketing has delivered the results that marketers are looking for from their digital media campaigns. With teams located in four offices across North America, eyereturn marketing has the technology and expertise to deliver campaigns while helping clients gain customer insight that make a difference to brand investment. [www.eyereturnmarketing.com](http://www.eyereturnmarketing.com)

## Meredith Flynn-Ripley

### CEO

#### HeyWire Business

Meredith is CEO and co-founder of HeyWire Business, a leading enterprise mobile messaging company and Top 5 Boston App Publisher, is a broadband and mobile veteran with more than 20 years of experience in launching ground-breaking technologies and growing successful businesses. She was previously CEO of Stargus (acquired by ARRIS), and Into Networks (acquired by Softricity). Prior to joining the entrepreneurial world, Meredith held executive positions at RoadRunner and Ogilvy & Mather Interactive.



#### About HeyWire Business

HeyWire Business is the leading enterprise mobile messaging company that delivers secure mobile-first business texting and customer support services. The company is a pioneer in bringing cloud texting to business landlines and customer support 1-800 numbers, connecting businesses and professionals securely and reliably with anyone in their business world – inside and outside the enterprise. Channel Partnerships, with leading business technology providers, extend HeyWire Business' reach to more than 25 million business people and major call centers on a cloud platform that handles more than a billion messages per month. HeyWire Business was recently awarded the CTIA Mobile Cloud Emerging Technology Award, the PWC Promise Award, and was selected by AlwaysOn as "One of the AlwaysOn Global 100 Companies to Watch." [www.heywirebusiness.com](http://www.heywirebusiness.com)

---

## Will Margiloff

### CEO

#### IgnitionOne

Will serves as CEO of IgnitionOne. With digital marketing experience since 1994, Will brings digital expertise, innovation, and experience to the company and the industry. Will oversees and guides the overall strategic direction of the 450+ person global organization that manages and tracks more than \$1 billion media annually through its industry-leading Digital Marketing Suite (DMS), which provides an integrated suite of solutions that significantly improve digital marketing performance across all devices.

Will previously held the position of founder and co-CEO of IgnitionOne's former parent company, Innovation Interactive, which included 360i, IgnitionOne, and Netmining, since 2002. Before founding Innovation Interactive, Will worked in senior management roles for several internet companies, including Net2Phone, theglobe.com, and 24/7 Media. Will is a regular speaker at industry and investment conferences focused on the internet advertising industry.



#### About IgnitionOne

IgnitionOne is a global leader in cloud-based digital marketing technology. The company's Digital Marketing Suite (DMS) simplifies life for marketers by providing an integrated suite of solutions that significantly improve digital marketing performance across all devices. The DMS encompasses algorithmic media management across channels, such as search, programmatic display, email, and social; and advanced data management; user scoring, lead optimization, and website personalization. With a global footprint of more than 450 employees in 17 offices across ten countries, IgnitionOne is one of the largest independent marketing technology companies in the world. IgnitionOne currently scores more than 300 million users monthly in 75 countries and powers more than \$30 billion in revenue each year for leading brands, including General Motors, CenturyLink, Bridgestone, La Quinta, and Fiat, as well as advertising agencies, such as 360i, GroupM, and iProspect. [www.ignitionone.com](http://www.ignitionone.com)

## Harry Kargman

### CEO

#### Kargo

Harry is the founder and CEO of Kargo, a mobile-first brand advertising company. Founded in 2003, Kargo's technology helps premium publishers execute dynamic brand advertising campaigns across their digital properties. The company has been recognized with numerous awards by organizations, including *Digiday* and *MediaPost* for its advertising campaigns and was named an AlwaysOn OnMobile Top 100 winner for the last three years in a row. Harry has been featured on 20/20, The Today Show, The New York Times, and NPR, and has been a keynote speaker and participant at CES, Advertising Week, Mobile Marketing Association, Digital Hollywood, and Mobile Media Summit.



#### About Kargo

Kargo is a mobile-first brand advertising company. Our platform helps premium publishers execute brand advertising campaigns across their digital properties. With the ever-growing adoption of Kargo's platform, we offer marketers a scalable way to implement highly impactful and measurable brand advertising across the most well-known and recognized media brands. [www.kargo.com](http://www.kargo.com)

---

## Todd Rose

### SVP, Business & Corporate Development

#### NinthDecimal

Todd is SVP of business and corporate development for NinthDecimal, where he oversees all partnership activities and cultivation of new business opportunities. Prior to joining NinthDecimal, Todd was VP of business development for YP (formerly AT&T Interactive), where he was responsible for all publisher strategic content and advertising platform partnerships. Before that, Todd held leadership roles with

Ingenio (acquired by AT&T), where he played an instrumental role in building the industry's pioneer Pay Per Call ad network, and LookSmart, an early leader in Internet search and navigation. He also worked as a strategy consultant for McKinsey, where he advised a range of Fortune 500 technology companies on sales, marketing, and operations strategy.



#### About NinthDecimal

NinthDecimal (formerly JiWire) is the leading mobile audience intelligence company enabling brands to engage with the right audience, at the right time. Fortune 500 companies and marquee brands, including Samsung, Gap, Best Buy, Microsoft, and Volkswagen, use NinthDecimal's precise audience intelligence platform and sophisticated campaign analytics to drive optimal brand experiences and unprecedented campaign ROI. By combining online and offline data sources, NinthDecimal provides the most comprehensive understanding of audiences by connecting their digital and physical worlds. Its mobile targeting approach delivers four times higher performance than alternative approaches, and its Location Conversion Index™ is the mobile industry's most accurate ROI metric that measures the increase of in-store visits directly attributed to mobile ad campaigns. [www.ninthdecimal.com](http://www.ninthdecimal.com)



## Doug Shattuck

### CFO

#### OwnerIQ

Doug is a co-founder of OwnerIQ, and serves as its CFO. Doug has 25 years of professional experience, with the last ten being in the Boston start-up community. He served as CFO and controller of Bitpipe and has been a contract CFO for several start-ups, having raised more than \$50 million in venture equity capital. Doug started his career with Deloitte in San Francisco and served as audit manager. He served as corporate controller of GATX Capital.



#### About OwnerIQ

OwnerIQ transforms the digital audiences of leading retail and manufacturing brands into path to purchase media. Retailers use OwnerIQ to generate revenue, power co-operative advertising, and drive channel sell-through. Manufacturers use OwnerIQ to activate their retail channels and drive sell-through. Our retail and manufacturing clients enable OwnerIQ to offer the largest network of in-market shoppers to advertisers of all types. OwnerIQ's network of in-market shoppers combined with our unique technology that optimizes campaigns based consumer brand and product interaction delivers the most effective programmatic solution for shopper marketing and driving new customers. [www.owneriq.com](http://www.owneriq.com)

---

## Matt Moog

### CEO

#### PowerReviews

Matt is the CEO of PowerReviews, a technology company that licenses its software to more than a thousand brands and retailers to enable them to collect ratings and reviews and answer customer questions. Matt has more than 20 years of experience starting and scaling technology companies. During his career, Matt has run a public company, launched several successful startups, hired hundreds of employees, and raised more than \$200 million. Matt is passionate about entrepreneurship and the transformative role that technology can play in our lives by engaging people to share their experiences and bring transparency and accountability to all facets of life.



#### About PowerReviews

PowerReviews' software helps more than a thousand brands and retailers collect, display, and syndicate customer reviews and answer customer questions. Ratings, reviews, and Q&A allow companies to reach customers at the moment of purchase and help to drive traffic, increase sales, and create actionable insights. The PowerReviews Syndication Network helps clients reach hundreds of millions of in-market shoppers on leading eCommerce sites and search engines. [www.powerreviews.com](http://www.powerreviews.com)

## Jonathan Ewert CEO

### Reputation Institute

Jonathan is CEO of Reputation Institute. He was appointed to the role in 2013. Jonathan brings 25 years' experience growing global services companies in a variety of tech-enabled sectors, including professional services, social networks, SaaS, digital media, and Internet infrastructure. From 2009 to 2013, he was a Catalyst Entrepreneur (entrepreneur-in-residence) and served as CEO of Catalyst portfolio company Codero Hosting, a web-hosting provider based in Austin, Texas, where he continues to serve on the board. Prior to Catalyst, Jonathan served as SVP of corporate development for LookSmart (Nasdaq: LOOK), and as CEO of ePALS (TSXV: SLN). He is a past board member of the Interactive Advertising Bureau, Advantage Business Media, and Wowd, which was sold to Facebook in 2010.



### About Reputation Institute

Reputation Institute is the world's leading reputation research consulting and advisory firm. As a pioneer in the field of brand and reputation management, Reputation Institute helps companies unlock the power of their reputations. With a presence in more than 40 countries, Reputation Institute is dedicated to advancing knowledge about reputation management and shares best practices and current research through client engagements, thought leadership publishing, executive education, membership networks, seminars, and publications. The Annual Global RepTrak® 100 research is the foundation for Forbes' 100 Most Reputable Companies list. RepTrak® is the Global Gold Standard for measuring reputation with more than 7,000 multi-national companies measured annually across 15 different stakeholder groups.

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

## Brendan Condon CEO

### REVShare

Brendan joined Media Properties Holdings in 2010 and, as CEO, oversees the portfolio companies, including REVShare's CPA network, AdMore, the programmatic TV platform, and Lead Generation



Technologies, its proprietary lead generation business. Recruited to Media Properties Holdings by private equity owners The Carlyle Group and H.I.G. Growth Partners, Brendan joined the company after a distinguished career at Time Warner. For more than 25 years, Brendan worked in an executive capacity for several Time Warner divisions, including AOL, Time Inc., and Time Warner Cable. His last post at Time Warner was a managing director for the company's London-based Platform A international advertising division, where he led a team of more than 500 employees across ten European countries and Japan. Brendan's diverse background includes extensive experience in M&A, finance, advertising, sales, and operations across a variety of media sectors. He has been a keynote speaker at leading industry conferences and events across the U.S., Europe, and Asia. He has also been a board member for the Electronic Retailer Association and a member of the Leadership Council for the EU Internet Advertising Bureau. Brendan's thought leadership editorials have been featured in *MediaPost*, *Electronic Retailer*, and *Response Media*, among others.

### About REVShare

REVShare is a TV advertising network that brings the accountability of internet advertising to TV. Its mission is to best leverage its technology, infrastructure, and framework to optimize performance-based cost-per-action (CPA) television advertising across more than 1,200 local market television stations, national cable networks, multi-channel video programming distributors (MVPD), cable interconnects, and syndicators. With its proprietary technology, CPA Metrics, REVShare is uniquely able to target premier day parts, as well as translate the efficiency of CPA schedules, by delivering traditional viewership metrics. [www.revshare.com](http://www.revshare.com)

## Zac Moffatt

### Co-Founder

#### Targeted Victory

Zac is the co-founder of Targeted Victory, an audience driven technology company focusing on programmatic media buying across all screens. Since being founded in 2009, Targeted Victory has served more than 300 campaigns and organizations, including Mitt Romney for President, General Dynamics, American Crossroads, Marco Rubio for Senate, and FedEx. In 2011 and 2012, Zac was the digital director for Mitt Romney for President, where he managed a department of more than 150 people with a budget of more than \$100 million. Zac is a frequent contributor to *The Wall Street Journal*, *C-SPAN*, *The New York Times*, *The Washington Post*, *TechCrunch*, *Forbes*, and more. In 2012, Zac was named one of The Adweek 50.



#### About Targeted Victory

Targeted Victory is an audience driven technology company focusing on programmatic media buying across all screens. Employing more than 100 people, Targeted Victory's mission is to use technology to bring transparency and accessibility to media buying to empower its clients. [www.targetedvictory.com](http://www.targetedvictory.com)

---

## Finn Faldi

### CEO & President

#### Trueeffect

Finn leads Trueeffect with nearly 20 years of senior management experience in both start-ups and public technology companies. He joined Yahoo as head of the global broadband business and expanded his responsibility to include the North America Mobile, Global Search Affiliate, and Global Tool Bar businesses comprising more than \$1.2 billion in annual revenue. Prior to Trueeffect, Finn served as COO at Datalogix, where he leveraged the company's technology platforms, properties, products, analytics, and services to provide a richer web experience to the company's businesses and customers. Throughout his career, he has built and led virtual business units across companies to drive more efficiency, collaboration, and revenue directly and indirectly through multiple channels. Finn currently sits on multiple boards and advisory boards of a number of promising technology companies, as well as being an active investor in the technology community.



#### About Trueeffect

Trueeffect uses a first-party customer data approach that enables advertisers to improve targeting the right ad to the right person, more accurately measure advertising effectiveness, and improve performance while managing costs, all to increase return on ad spend for customers. Trueeffect achieves this return on ad spend performance by providing a SaaS advertising technology suite that is configured to the requirements of each advertiser and agency to deliver, measure, manage, and target their Internet media activities. [www.trueffect.com](http://www.trueffect.com)



## John Zubak

### CEO

#### VIIAD Systems



John has more than two decades of business experience in financial management and controls, information technology, strategic planning, business development, and budgeting. Prior to co-founding VIIAD, John was owner and CEO of Residential Healthcare, a national managed care re-pricing company. He previously served as CEO of National Provider Network, a national directly contracted PPO network with more than 225,000 direct contracts nationwide, and was owner and CEO of Self-Funded Alternatives, a national insurance stop loss intermediary specializing in the development, placement, and maintenance of self-insured workers' compensation programs for individual and group risks in the public and private sectors. In addition to his career in healthcare technology and related services, John is a certified public accountant who spent four years working for Coopers & Lybrand. During that time, John was part of the prestigious Computer Audit Assistance Group, which pioneered many of the computer security and systems controls utilized in business today.

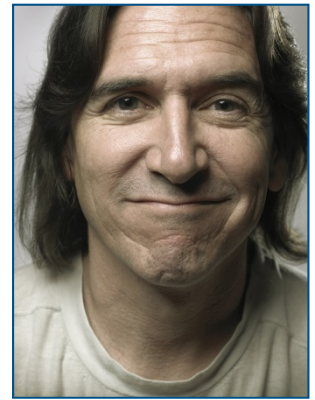
#### About VIIAD Systems

Founded in 2006, VIIAD Systems is a healthcare technology company that is reinventing how healthcare information flows. Our patent pending enterprise healthcare information management cloud dynamically streamlines complex network, plan, and member information to deliver real-time data updates and transparency. By facilitating access to data for payers, providers, and members, our customized solutions guide users through the most efficient pathway of care to proactively drive better care management, resource allocation, and cost containment for our partners in the health insurance and workers compensation markets. For more than a decade, VIIAD has been a trusted partner of leading health insurers, third-party administrators, self-insured groups, healthcare systems, provider networks, and accountable care organizations with more than 10 million satisfied users. [www.viiad.com](http://www.viiad.com)

## Dana Arnett

### CEO

#### VSA Partners



Dana is a founding principal and CEO of the internationally recognized design and branding collective VSA Partners. Dana has forged a distinguished career

steeped in design, brand, and business consulting and policy-making. In 2014, he was awarded the AIGA Medal, considered the highest recognition of achievement in the field of design and visual communication. He is a member of the Alliance Graphique Internationale and holds the honor of being cited by *ID Magazine* as one of the 40 most important people shaping design internationally. Dana and his 300 gifted colleagues at VSA have been globally recognized for the creation of branding, design, digital, and interactive initiatives for a diverse roster of clients, including Harley-Davidson, IBM, Google, Kraft, and Anheuser-Busch. Dana is also a board member of the Architectural and Design Society of the Art Institute of Chicago, Project &, The Chicago Children's Theater, and serves as an advisor and investment partner in the venture capital firm Cue Ball Collective.

#### About VSA Partners

For more than 30 years, VSA Partners' interconnected approach to strategy, design, and technology has helped transform and propel some of the world's most respected brands and forward-thinking businesses. The firm's roster of blue chip clients include IBM, Harley-Davidson, GE, Kraft, Anheuser-Busch, and Google, among others. Each collaboration seeks to drive marketplace results and enterprise value in today's increasingly complex, cross-channel, consumer-driven world. VSA's integrated approach has enabled clients to build their business while building their brands. [www.vsapartners.com](http://www.vsapartners.com)

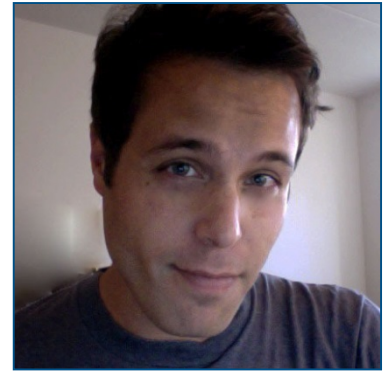


## Ash Kalb

### Co-Founder

### White Ops

Before co-founding White Ops, Ash was the founder of Singularity&Co., an innovative digital publisher that rescues out-of-print, vintage genre books and “ebookifies” them. Ash received his law degree from Columbia Law School, and began his career as a corporate M&A associate at Skadden, Arps, Slate, Meagher & Flom. His more recent experience has focused on working with technology, media, and telecommunications companies in a number of roles, with responsibilities ranging from operations and product/business development to legal and regulatory matters.



### About White Ops

White Ops is a pioneer in the detection of, and defense against, bots and malware on the web. White Ops provides advertisers and others with the tools they need to decrease fraud, raise their bottom lines, and ensure the success of their online campaigns and enterprises. To detect automated browsers and malware-infected browsers, White Ops deploys thousands of dynamic browser tests that constantly evolve over time to withstand reverse engineering. This technology allows White Ops to differentiate, with precision, between bot and human interaction in online advertising and publishing, enterprise networks, eCommerce transactions, financial systems, and more, allowing clients to remove and prevent unwanted traffic and activity. By working with clients to cut off sources of bad traffic, White Ops makes bot and malware activity unprofitable and unsustainable for the cyber criminals who pursue it: an economic strategy that will eventually eradicate this type of cyber crime. [www.whiteops.com](http://www.whiteops.com)

---



**Ranked #1 by Bloomberg for 2011 – 2013 for  
Mid-Market Internet and Advertising Transactions:**

Rank	Advisor	Deal Count
1	<b>Petsky Prunier LLC</b>	<b>44</b>
2	Goldman Sachs & Co.	35
3	Jordan Edmiston Group, Inc.	31
4	Morgan Stanley	29
4	Nomura Holdings, Inc.	29
4	GCA Savvian Group Corp.	29
7	PwC	24
7	China Renaissance Partners	24
9	KPMG Corporate Finance	22
10	Sumitomo Mitsui Financial Group, Inc.	20

*Based on number of deals announced in 2011 – 2013 valued at \$500 million or less*

Petsky Prunier is Bloomberg's #1 ranked mid-market investment bank for Internet and Advertising transactions. We have closed 22 transactions to-date in 2014, after completing 18 transactions in 2013 and more than 60 since the beginning of 2011. Our engagements have ranged from strategic sales and divestitures to private equity recaps to growth, mezzanine, and alternative financings, with a number of cross-border deals thrown into the mix. Industry expertise serves us well, as we work across a broad banking universe on deals in digital advertising and marketing, eCommerce, digital media, technology and software, information services, and healthcare, among other areas, with both B2B and B2C-focused businesses.

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.

<b>STEEL MEDIA</b> <i>a provider of outsourced digital campaign management for video, mobile, display, and email</i> has been sold to <b>SOCIAL REALITY</b> (OTCBB: SCRI) <b>PetskyPrunier</b> <small>INVESTMENT BANKERS</small>	<b>TRANZACT</b> \$280,000,000* <i>a leading provider of end-to-end customer acquisition solutions to the insurance sector</i> has sold a majority stake to <b>White Mountains Insurance Group</b> (NYSE: WTM) <b>PetskyPrunier</b> <small>INVESTMENT BANKERS</small>	<b>cadient group</b> <i>one of the largest digital agencies specializing in multi-channel content marketing solutions for the life sciences industry</i> has been sold to <b>Cognizant</b> (NASDAQ: CTSI) <b>PetskyPrunier</b> <small>INVESTMENT BANKERS</small>	<b>Visible</b> <i>a leading SaaS provider of social intelligence, analytics, insights, and engagement</i> has been sold to <b>VOCUS</b> <i>which is being combined with</i> <b>CISION</b> <i>both portfolio companies of</i> <b>GTCR</b> <b>PetskyPrunier</b> <small>INVESTMENT BANKERS</small>	<b>miles marketing destinations</b> <i>a leading provider of marketing solutions to destinations, resorts, and other travel-related businesses</i> has been recapitalized to support future growth with significant debt financing from <b>Monroe Capital</b> <i>Innovative Capital Creating Value</i> <b>PetskyPrunier</b> <small>INVESTMENT BANKERS</small>	<b>baseline</b> \$50,000,000 <i>the leading film and television information, data, and related software company</i> has been sold to <b>gracenote</b> a division of <b>Tribune Media</b> <b>PetskyPrunier</b> <small>INVESTMENT BANKERS</small>
<b>MANIFEST</b> <i>a leading independent digital &amp; experience design agency</i> has acquired <b>socialkaty</b> <i>a social media marketing company</i> <b>PetskyPrunier</b> <small>INVESTMENT BANKERS</small>	<b>welcome wagon</b> <i>a leading targeted direct marketing company that connects new movers with local businesses</i> has merged with an affiliate of <b>MONIE MAILER</b> and <b>MADISON INDUSTRIES</b> <b>PetskyPrunier</b> <small>INVESTMENT BANKERS</small>	<b>MediaAlpha</b> <i>a disruptive, rapidly expanding marketplace for insurance clicks, calls, and leads</i> has sold a majority stake to <b>White Mountains Insurance Group</b> (NYSE: WTM) <b>PetskyPrunier</b> <small>INVESTMENT BANKERS</small>	<b>TagMan</b> <i>a leading global SaaS-based tag management, data management, and marketing attribution provider</i> has been sold to <b>ensighten</b> <b>PetskyPrunier</b> <small>INVESTMENT BANKERS</small>	<b>BRANDERS.COM</b> <i>the largest independent eCommerce retailer of promotional products</i> has been sold to <b>BEL PROMO</b> <b>PetskyPrunier</b> <small>INVESTMENT BANKERS</small>	<b>ClickSquared</b> <i>a leading SaaS-based, cross-channel campaign management platform for B2C marketers</i> has been sold to <b>Zeta Interactive</b> <b>PetskyPrunier</b> <small>INVESTMENT BANKERS</small>
<b>NEW TRACK MEDIA LLC</b> <i>a consumer enthusiast media and commerce company</i> has been sold to <b>fwmedia</b> <b>PetskyPrunier</b> <small>INVESTMENT BANKERS</small>	<b>medimedia</b> <i>a portfolio company of VCP</i> has sold <b>MediMedia Health Sample Management Business</b> to <b>Knipper</b> <b>PetskyPrunier</b> <small>INVESTMENT BANKERS</small>	<b>fresh space</b> <i>one of the largest independent in-store media companies in the U.S.</i> has been sold to <b>ADVANTAGE</b> <b>PetskyPrunier</b> <small>INVESTMENT BANKERS</small>	<b>BLACKLANE</b> <i>a Berlin-based worldwide travel solution provider for premium transportation</i> has received a double-digit million Euro investment led by <b>Daimler Mobility Services</b> <b>PetskyPrunier</b> <b>ALTUM</b>	<b>Simplifi</b> <i>a technology company delivering highly targeted programmatic marketing solutions using unstructured data</i> has received a \$16MM Series B investment led by <b>FrontierCapital</b> <b>PetskyPrunier</b> <small>INVESTMENT BANKERS</small>	<b>SQAD</b> <i>a leading provider of transaction-based media cost databases and software for television, radio, and digital advertising cost analysis</i> has been sold to <b>CLARION</b> <b>CAPITAL PARTNERS, LLC</b> <b>PetskyPrunier</b> <small>INVESTMENT BANKERS</small>
<b>LeadKarma</b> <i>a leading provider of online customer acquisition services to the insurance industry</i> has been sold to <b>Bankrate, Inc.</b> (NYSE: RATE) <b>PetskyPrunier</b> <small>INVESTMENT BANKERS</small>	<b>DATAMARK</b> <i>a leading provider of data-driven enrollment marketing solutions to higher education institutions</i> has acquired select assets of <b>AltusEd</b> <b>PetskyPrunier</b> <small>INVESTMENT BANKERS</small>	<b>ASCRIBE</b> <i>a leading UK-based supplier of healthcare software and IT services</i> a portfolio company of <b>eci</b> has been sold to <b>emis</b> (AIM: EMIS) <b>PetskyPrunier</b> <b>ALTUM</b>	<b>CITIZENHAWK</b> <i>a premier global provider of SaaS-based online brand protection and domain recovery solutions</i> a portfolio company of <b>mavaron</b> has been sold to <b>Wolters Kluwer Corporate Legal Services</b> (Euronext Amsterdam: WKL) <b>PetskyPrunier</b> <small>INVESTMENT BANKERS</small>	<b>Engauge</b> <i>one of the largest independent digital agencies</i> has been sold to <b>PUBLICIS GROUPE</b> (ENXTPA: PUB) <b>PetskyPrunier</b> <small>INVESTMENT BANKERS</small>	<b>brandnetworks</b> <i>a leading provider of social software solutions and digital marketing services for some of the world's largest brands, and one of just thirteen Facebook Strategic Preferred Marketing Developers (SPMD)</i> has received a \$68M minority investment from <b>AEA Investors</b> <b>PetskyPrunier</b> <small>INVESTMENT BANKERS</small>

# PetskyPrunier

INVESTMENT BANKERS

Expertise  
Commitment  
Results

New York  
Palo Alto  
Las Vegas  
Chicago  
Boston  
Tampa

Michael Petsky / Partner  
212.842.6001 • mpetsky@petskyprunier.com

Sanjay Chadda / Partner & Managing Director  
212.842.6022 • schadda@petskyprunier.com

Christopher French / Managing Director  
212.842.6033 • cfrench@petskyprunier.com

Jed Laird / Managing Director  
212-842-7120 • jlaird@petskyprunier.com

John Sternfield / Managing Director  
650.320.1650 • jsternfield@petskyprunier.com

Matthew Kratter / Senior Vice President  
212.842.6024 • mkratter@petskyprunier.com

John Prunier / Partner  
212.842.6021 • jprunier@petskyprunier.com

Norm Colbert / Partner & Managing Director  
702.990.3280 • ncolbert@petskyprunier.com

Amy LaBan, CFA / Managing Director  
212.842.7126 • alaban@petskyprunier.com

Seth Rosenfield / Managing Director  
212.842.6018 • srosenfield@petskyprunier.com

Scott Wiggins / Managing Director  
212.842.6028 • swiggins@petskyprunier.com