



SPOTLIGHT DINNER

AGENDA:

Wednesday, November 4, 2015
Princeton Club of New York

7:00 Reception

8:00 Dinner & Presentations

9:15 Post-Dinner Cocktails & Networking

SPEAKERS:

Lance Neuhauser, CEO
[4C Insights](#)

Eric Wheeler, CEO
[33Across](#)

Alex Blum, Executive Chairman
[Acquisio](#)

Jeff Persinger, President & CEO
[BioPharm Communications](#)

Sean Brady, President, Americas
[Emarsys](#)

Peter DeNunzio, CEO
[HelloWorld](#)

Patrick Gavin, CEO
[HigherEducation.com](#)

Jesse Keller, CTO
[MediaRadar](#)

Rich Levy, CEO
[Myelin Communications](#)

Michael Minasi, CEO
[PureRED](#)

Jeremy Ozen, President
[Vistar Media](#)

Sriram Subramanian, CEO
[ZoomRx](#)

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

Lance Neuhauser, CEO, 4C Insights



Lance is CEO of 4C. He is a big believer in the potential for social media data to drive drastic change in many industries, especially marketing. Early in his career, he recognized that traditional advertising is broken, as it focuses on demographics, not real people. Lance formed 4C to address this gap and help marketers achieve their goals through mining social data for insights and connecting it across channels and screens. Prior to 4C, Lance founded The Echo System, served as EVP, U.S. director of digital at PHD Media, and was co-founder and managing director of Resolution Media, which was sold to Omnicom.

About 4C Insights

4C is a data science company that is powering the future of advertising with software for media planning, buying, selling, and measurement. 4C created the first platform to enable advertising across Facebook, Twitter, LinkedIn, Pinterest, and Instagram through certified API access. 4C also operates Teletrax, the largest global TV monitoring network covering more than 2,100 channels in 76 countries. www.4cinsights.com

Eric Wheeler, CEO, 33Across



Eric is the CEO and co-founder of 33Across, a publisher monetization and traffic platform. He is a seasoned startup entrepreneur and a pioneer in digital advertising, with a proven track record in creating products for marketers and publishers that increase revenue and uncover actionable insights. Under his leadership, 33Across has achieved numerous accolades, such as being named the 70th fastest growing company in America and the 7th fastest growing company in New York by *Inc. Magazine* in 2013. 33Across has also been an AlwaysOn Media Top 100 Company for four consecutive years. Prior to 33Across, Eric was the CEO of Neo@Ogilvy and executive director of Ogilvy Interactive North America. Under his leadership, Ogilvy Interactive's revenue grew fivefold from 2003-2007. Eric was COO of Carat Interactive and co-founder and president/COO of Lot21, the award-winning digital agency that sold to Carat in 2002.

About 33Across

33Across is the first and only publisher traffic and monetization platform to guarantee quality through ads that are 100 percent in-view and viewed by humans. Through our advanced technology and insight into how people view, consume, and share content across devices, we enable more than one million publishers to increase revenue and traffic. The 33Across traffic building, insights, and monetization tools allow publishers to do what they do best – create great content. www.33across.com

Alex Blum, Executive Chairman, Acquisio



Alex is an investor and advisor to technology companies across numerous high growth sectors. Prior to Acquisio, Alex was the CEO of KickApps, an enterprise social media SaaS provider, prior to its acquisition by Piksel (formerly KITD), a leading enterprise multi-screen OTT video solution provider. While at KickApps, Alex helped incubate Admeld, an innovative ad tech company, and served as a board member until its acquisition by Google for \$400 million. Prior to joining KickApps, Alex was president and COO of JumpTV, a multi-cultural internet protocol television network,

through the company's successful IPO. In addition, Alex spent nearly eight years at AOL, most recently as the vice president of product marketing for AOL's audience business.

About Acquisio

Acquisio is a digital and programmatic marketing solution for agencies, resellers, and direct advertisers to deliver better, faster, and smarter campaign results. Founded in 2003, Acquisio started as an SEM agency and developed into a high-powered digital marketing software designed to solve the inefficiencies all SEM agencies face. Acquisio's automated system does 90 percent of the work for its users, ensuring more of their time is free for analyzing data and improving campaigns. With more than 500 agencies using Acquisio and \$2 billion in ad spend under management, Acquisio is recognized as being one of the fastest growing companies in North America, winning the Deloitte Tech Fast 500 and Fast 50 awards for four consecutive years. The Acquisio software is used by companies like GroupM, Sensis, Hanapin Marketing, iRep, Yellow Pages, and Microsoft. With its headquarters in Montreal, Acquisio also has offices in New York, Seattle, London, and Tokyo. www.acquisio.com

Jeff Persinger, President & CEO, BioPharm Communications



Jeff is one of the co-founders of BioPharm and is responsible for general management of the company, including overall strategy and operations. He has 12 years of experience with GlaxoSmithKline and Novartis Pharmaceuticals in product management, sales leadership, and finance. In addition, he has more than 10 years of agency experience with BioPharm Communications.

About BioPharm Communications

BioPharm Communications specializes in the development and multi-channel deployment of promotional medical education and targeted marketing programs for the pharmaceutical and biotechnology industries. Our proprietary programs are designed to address specific healthcare marketing opportunities and help brand teams tackle market challenges across a broad range of audiences. Our unique insights enable us to intelligently deploy campaigns and our advanced analytics capabilities allow us to effectively measure results to drive the greatest value for our customers. www.biopharmcommunications.com

Sean Brady, President, Americas, Emarsys



As president of the Americas for Emarsys, Sean works to develop and deliver the most innovative marketing technologies driving business results for North and South American enterprises. Prior to Emarsys, Sean was vice president of existing business in North America for ExactTarget, which was acquired by Salesforce.com for \$2.5 billion. As vice president, he was responsible for the majority of the revenue generated by overseeing thousands of accounts transforming clients' businesses through the company's core offering – its innovative one-to-one marketing application helping them increase sales, optimize marketing investments, and strengthen customer relationships. Sean's overall success at ExactTarget helped grow the multi-million-dollar company into a multi-billion-dollar enterprise.

About Emarsys

Emarsys is a leading global provider of cloud marketing software for B2C companies — the first B2C Marketing Cloud. The company provides actionable intelligence to enterprises targeting their customers, combining machine learning and data science with true personalization and multichannel delivery to reach customers most effectively, maximizing engagement and results. www.emarsys.com

Peter DeNunzio, CEO, HelloWorld



Peter is a recognized leader in the marketing world. Throughout his career, Peter has had the good fortune to work at the center of several marketing revolutions – starting with the globalization of brand stewardship and the pervasive power of data to inform marketing decisions; the rise of digital communications and new channels, like mobile and social media; and most recently the emergence of loyalty marketing and brand advocacy. Today, Peter is the CEO of HelloWorld, a leading digital marketing solutions provider working with brands across all industry verticals. Peter is also member of the company's board of directors, which is controlled by Catterton Partners following its 2012 acquisition of HelloWorld. Peter has held leadership positions across several marketing services companies, including general manager, Experian Marketing Services, where he led the largest email service provider. He served as president, U.S. Loyalty for Aimia, the world's leading loyalty marketing company. His early years were devoted to the advertising business, including 14+ years with Ogilvy & Mather, highlighted by his time in Paris where

he led Ogilvy's European team servicing IBM across Europe, Middle East, and Africa. He returned to the U.S. to become general manager of OgilvyOne before he was recruited by Foote, Cone & Belding to be president of its New York office during its merger with Draft.

About HelloWorld

HelloWorld is a digital marketing solutions company working with the world's leading brands across all industry verticals. The company offers a powerful combination of native platform technology and marketing strategy to brands looking to accelerate growth and deepen customer impact. HelloWorld creates brand-consumer interactions through promotional campaigns to spark interest, loyalty programs to retain and reward, and mobile messaging to continue the conversation. HelloWorld is one of the largest independent digital solution providers with offices in Detroit, New York, Chicago, Los Angeles, Nashville, Phoenix and Seattle. HelloWorld's technology is behind local, national, and global campaigns for clients such as Coca-Cola, Microsoft, the Gap, and Procter & Gamble. www.helloworld.com

Patrick Gavin, CEO, HigherEducation.com



Patrick is the CEO of HigherEducation.com (HE), an online EDU marketing company partnered with more than 100 universities offering tailored marketing and enrollment services. Patrick is focused on digital marketing strategy and business development at HE, which delivers more than 15,000 online enrollments per year for its school partners. Patrick is a 15 year veteran of the digital marketing space having co-founded multiple businesses.

About HigherEducation.com

Leveraging a network of owned and operated content-driven education websites and deep online education marketing expertise, HE has built the largest marketplace reaching prospective students at each step of their school decision making path. With proprietary and exclusive access to this comprehensive database of high intent EDU hand raisers, HE works with more than 100 university partners, offering tailored marketing and enrollment services. The bite-size services span the entire journey, from school brand marketing targeting our “real time” in-market audience, to inquiry generation within a proprietary bidding platform, to customized and integrated application and enrollment services. www.highereducation.com

Jesse Keller, CTO, MediaRadar



In 1996, Jesse joined JobDirect.com as a founding employee and CTO. The site was the first ever to connect job seekers with job postings automatically, combining a resume database with a skillset search functionality. In 2000, JobDirect.com was sold to leading executive search firm Korn Ferry. Jesse’s next pioneering online endeavor, PersonalsTrainer.com, simplified, automated, and enhanced the flourishing world of online dating. Partnering with Yahoo! Personals in 2001, Jesse designed a system to traffic data and connect singles who needed help crafting their profiles with writers from HBO’s Sex and the City, The Discovery Channel’s Extreme Dating, and other famous outlets. In 2007, Jesse brought his veteran online entrepreneurial ambition, background in digital interface design, and eCommerce architectural talents to join Todd Krizelman in developing MediaRadar. Today, he uses big data to drive sales, team productivity, and lead the development of MediaRadar’s products and services.

About MediaRadar

MediaRadar revolutionizes ad sales by enabling sales executives to spend their time pitching and closing deals, instead of researching and preparing. MediaRadar determines best prospects for a seller to pursue, which offerings to pitch, and how to position themselves most effectively against their competitors. This SaaS sales-enablement platform is built on the most comprehensive and up-to-date database of multimedia advertising information available. www.mediaradar.com

Rich Levy, CEO, Myelin Communications



Rich is an advertising industry veteran with more than 25 years in running and growing high performing private and public communications companies. He was most recently at inVentiv Health, serving as president of their fastest growing agency. He also led business development and strategic global accounts across the entire \$2.3 billion dollar organization, and was part of the executive leadership team responsible for the successful sale of inVentiv to Thomas H. Lee in 2010. Prior to joining inVentiv Health, Rich held senior level leadership positions with WPP, IPG, and HealthStar. In 1995, Rich was one of the founders of Adair Greene Healthcare and led this organization to more than \$150 million in billings prior to the sale of the agency to IPG/McCann Erickson in 2000.

About Myelin Communications

Myelin Communications operates a strong and collaborative system of communication experts within the healthcare sector with capabilities in creative, digital and traditional solutions, strategy and branding concepts, integrated marketing and advertising content, research data and analytics, mobile engagement, design, and more. The company's resources are unified, targeted, and scalable to better connect with and match our clients' needs. www.myelincommunications.com

Michael Minasi, CEO, PureRED



Mike has 30 years of retail marketing and advertising experience with extensive capabilities in all areas of marketing and communications. He is currently CEO of PureRED, an integrated marketing agency headquartered in Atlanta, Georgia. For 18 years, he served as the president of marketing at Safeway. His key responsibilities included oversight of these functional areas: brand marketing, advertising, media planning/buying, digital/social marketing and media, consumer insights, and market research, shopper marketing, and planning. In addition to leading Safeway's marketing services, Mike was responsible for general management oversight of eCommerce, including operational capabilities and staff, along with consumer brands (private label). Prior to Safeway, Mike was the international advertising director of Toys 'R' Us for 10 years.

About PureRED

PureRED Integrated Marketing provides integrated solutions that are customized to meet clients' needs across all channels. The company, which has expertise in the retail and B2B sectors, has pioneered the transition of print assets to digital channels in the advertising industry, and has built tools and processes to lead those transitions for many clients. Headquartered in Atlanta, Georgia, PureRED has 350 full-time employees strategically placed across our locations in 10 different U.S. cities, including Charlotte, Dallas, Chicago, Minneapolis, Philadelphia, Pittsburgh, and San Francisco to properly meet the specific needs of our clients. www.purered.net

Jeremy Ozen, President, Vistar Media



Jeremy is a co-founder of Vistar Media. Jeremy is responsible for strategy, finances, partnerships, and sales/marketing. He is a consistent contributor to Mediapost, Ad Age, and other media periodicals, and is seen as a leading voice around topics related to programmatic, location-based media, and digital out-of-home. Prior to founding Vistar, Jeremy worked at Goldman Sach's European Special Situations Group in London monitoring a portfolio of venture investments.

About Vistar Media

Vistar Media is an advertising platform that enables brands to reach consumers based on their behavior in the physical world. We work with enormous data sets that help us understand where consumers go throughout the day. Through our geospatial technology, we are able to not only gain valuable insights from this data, but also act on these insights by reaching on-the-go consumers through mobile and out-of-home advertising. www.vistarmedia.com

Sriram Subramanian, CEO, ZoomRx



As CEO of ZoomRx, Sriram is responsible for nurturing and delivering on the company's overall vision. Sriram is a seasoned life sciences market researcher with broad company and brand research experience. Prior to starting ZoomRx, Sriram worked at ZS Associates. In addition to leading the ZoomRx team, Sriram serves on the executive committee of the Pharmaceutical Market Research Group.

About ZoomRx

Founded in 2009, ZoomRx brings together technology and data analytics to enable pharma and biotechnology companies to make better decisions. ZoomRx, with its proprietary data collection platform and panel of physicians, collects data that informs the commercialization and launch strategies of pharma companies. ZoomRx's clients include most of the leading pharma and biotechnology companies. www.zoomrx.com

Petsky Prunier is Ranked #1 by Bloomberg for Mid-Market Internet & Advertising Transactions:

Bloomberg M&A League Tables, 2011-1H15 TOP ADVISORS SERVING THE INTERNET & ADVERTISING SECTORS				
Rank	Advisor	1H15 Deal Count	2014 Deal Count	2011-1H15
1	Petsky Prunier	11	21	76
2	Goldman Sachs	8	17	58
2	PwC	8	11	42
2	Avendus Capital	8	8	20
5	Morgan Stanley	7	15	50
5	China Renaissance Partners	7	11	43
5	Nomura	7	12	46
8	JP Morgan	5	14	36
8	Lazard	5	2	22
10	Jefferies	4	8	33

Based on number of deals announced in 2011 – 1H2015 valued at \$500 million or less. Internet and Advertising is defined by Bloomberg.

Petsky Prunier is Bloomberg’s #1 ranked mid-market investment bank for Internet and Advertising transactions. We have closed 24 transactions to-date in 2015, after completing 30 transactions in 2014 and more than 90 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. We offer international reach through our partnerships with investment bank Altium in Europe, as well as China-based The Mountain Capital Group. In India, Petsky Prunier works with Allegro Advisors and o3 Capital. Securities transactions are processed through Petsky Prunier Securities LLC, a member of FINRA and an affiliated entity.

Petsky Prunier Senior Team

Michael Petsky

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

Matthew Kratter

Managing Director
212.842.6024
mkratter@petskyprunier.com

Amy LaBan, CFA

Managing Director
212.842.7126
alaban@petskyprunier.com

Jed Laird

Managing Director
212.842.7120
jlaird@petskyprunier.com

Seth Rosenfield

Managing Director
212.842.6018
srosenfield@petskyprunier.com

John Sternfield

Managing Director
650.320.1650
jsternfield@petskyprunier.com

Scott Wiggins

Managing Director
212.842.6028
swiggins@petskyprunier.com

Colleen Filipo

Director
212.842.6027
cfilipo@petskyprunier.com

Dylan Kearns

Director
212.842.6025
dkearns@petskyprunier.com

Representative Transactions

<p>\$160,000,000*</p> <p>DATAMYX the leading independent provider of marketing data and analytics solutions, powered by a proprietary SaaS platform, for the broader financial services industry</p> <p>a portfolio company of HALYARD CAPITAL</p> <p>has been sold to DELUXE (NYSE: DLX)</p> <p>PetskyPrunier</p>	<p>Sq1</p> <p>a leading technology and data-driven digital marketing services and analysis company</p> <p>has been sold to ansira</p> <p>PetskyPrunier</p>	<p>MultAd a leading digital provider of subscription-based, consumer product images and related data to the retail food industry</p> <p>a portfolio company of UNION CAPITAL</p> <p>has been sold to SGS INTERNATIONAL</p> <p>PetskyPrunier</p>	<p>TOTAL MOBILE</p> <p>a leading developer of enterprise mobility software</p> <p>has received a majority investment from LYCEUM CAPITAL</p> <p>PetskyPrunier</p>	<p>MM USA a portfolio company of VCP</p> <p>has sold MM Health Solutions to imshealth (NYSE: IMS)</p> <p>PetskyPrunier</p>
<p>WAVE IMG along with Chaotic Moon founders and management</p> <p>has sold CHAOTIC MOON the most innovative digital strategy, user experience, and software development firm</p> <p>to accenture (NYSE: ACO)</p> <p>PetskyPrunier</p>	<p>HEALTHCARE DATA SOLUTIONS</p> <p>a leading provider of information regarding healthcare professionals and healthcare organizations</p> <p>has been sold to imshealth INTELLIGENCE APPLIED, (NYSE: IMS)</p> <p>PetskyPrunier</p>	<p>ariad COMMUNICATIONS</p> <p>a leading content-driven strategic digital agency</p> <p>has been sold to bluespire a portfolio company of highroad CAPITAL PARTNERS</p> <p>PetskyPrunier</p>	<p>BRANDSHARE</p> <p>the leading eCommerce media network in the U.S.</p> <p>has been sold to Aperion Management, LLC and LEEDS NOVAMARK CAPITAL</p> <p>PetskyPrunier</p>	<p>wineaccess Direct from the source</p> <p>a fast-growing direct-to-consumer wine eCommerce company</p> <p>has been sold to NORWEST VENTURE PARTNERS</p> <p>PetskyPrunier</p>
<p>socialmedialink</p> <p>a leading provider of software-based social media brand advocacy solutions</p> <p>has been sold to fromyouflowers.com</p> <p>PetskyPrunier</p>	<p>Envelopes.com</p> <p>the dominant, pure-play eCommerce retailer of envelopes and related products</p> <p>has received a significant investment from TZP</p> <p>PetskyPrunier</p>	<p>cb CAMBRIDGE BIOMARKETING</p> <p>the leader in strategic launch solutions for orphan and rare disease pharmaceutical drug</p> <p>has been sold to everyday HEALTH (NYSE: EVDY)</p> <p>PetskyPrunier</p>	<p>\$74,000,000*</p> <p>rpm</p> <p>a big data marketing analytics and database technology and solutions company</p> <p>has been sold to EXL (NASDAQ: EXLS)</p> <p>PetskyPrunier</p>	<p>decipher</p> <p>a global leader in quantitative data collection and reporting software systems</p> <p>has been sold to FocusVision a portfolio company of THOMPSON STREET CAPITAL PARTNERS</p> <p>PetskyPrunier</p>
<p>HEALTH MARKET SCIENCE</p> <p>a leading supplier of data on healthcare professionals and administrator of one of the largest practitioner-level medical claims databases in the U.S.</p> <p>has been sold to LexisNexis a Reed Elsevier Company Reed Elsevier (NYSE: RUK)</p> <p>PetskyPrunier</p>	<p>Bloomberg BNA</p> <p>has sold KENNEDY Consulting Research & Advisory to ALM a portfolio company of WASSERSTEIN & CO.</p> <p>PetskyPrunier</p>	<p>DDC</p> <p>the leader in data-driven advocacy campaigns</p> <p>has been sold to OmnicomGroup (NYSE: OMC)</p> <p>PetskyPrunier</p>	<p>QualityHealth Programs that Perform</p> <p>a leading data-driven patient identification and engagement platform that provides its members access to healthcare education, patient savings, and other valuable programs</p> <p>has been sold to sharecare</p> <p>PetskyPrunier</p>	<p>\$65,000,000</p> <p>DOCTOR DIRECTORY</p> <p>a leading provider of performance-based digital marketing programs to healthcare professionals on behalf of leading pharmaceutical companies</p> <p>has been sold to everyday HEALTH (NYSE: EVDY)</p> <p>PetskyPrunier</p>
<p>STEEL MEDIA</p> <p>a provider of measured digital campaign management for video, mobile, display, and email</p> <p>has been sold to SOCIAL REALITY (OTCBB: SCRI)</p> <p>PetskyPrunier</p>	<p>\$280,000,000*</p> <p>TRANZACT</p> <p>a leading provider of end-to-end customer acquisition solutions to the insurance sector</p> <p>has sold a majority stake to White Mountains INSURANCE GROUP (NYSE: WTM)</p> <p>PetskyPrunier</p>	<p>cadient group</p> <p>one of the largest digital agencies specializing in multi-channel content marketing solutions for the life sciences industry</p> <p>has been sold to Cognizant (NASDAQ: CTSI)</p> <p>PetskyPrunier</p>	<p>Visible</p> <p>a leading SaaS provider of social intelligence, analytics, insight, and engagement</p> <p>has been sold to vocus which is being combined with CISION both portfolio companies of GTCR</p> <p>PetskyPrunier</p>	<p>miles marketing organizations</p> <p>a leading provider of marketing solutions to destinations, resorts, and other travel-related businesses</p> <p>has been recapitalized to support future growth with significant debt financing from Monroe Capital Executive Capital Creating Value</p> <p>PetskyPrunier</p>
<p>\$50,000,000</p> <p>abaseline</p> <p>the leading film and television information, data, and related software company</p> <p>has been sold to gracenote a division of Tribune Media</p> <p>PetskyPrunier</p>	<p>welcome wagon</p> <p>a leading targeted direct marketing company that connects new movers with local businesses</p> <p>has merged with an affiliate of MONROE CAPITAL and MADISON INDUSTRIES</p> <p>PetskyPrunier</p>	<p>MediaAlpha</p> <p>a disruptive, rapidly expanding marketplace for insurance clicks, calls, and leads</p> <p>has sold a majority stake to White Mountains INSURANCE GROUP (NYSE: WTM)</p> <p>PetskyPrunier</p>	<p>Tag-Man</p> <p>a leading global SaaS-based tag management, data management, and marketing attribution provider</p> <p>has been sold to ensighten</p> <p>PetskyPrunier</p>	<p>BRANDERS.COM</p> <p>the largest independent eCommerce retailer of promotional products</p> <p>has been sold to BEL PROMOS</p> <p>PetskyPrunier</p>