



SPOTLIGHT DINNER

AGENDA:

Wednesday, November 9, 2016
Princeton Club of New York

6:30 Reception

7:45 Dinner & Presentations

9:00 Post-Dinner Cocktails & Networking

SPEAKERS:

Randy Cohen, President & COO
Advertiser Perceptions

Rob Purdy, CEO
Carlton Group

Jeremy Murphy, COO
Clicktripz

Keith Price, Co-CEO
Critical Mix

Rick Greenberg, CEO
Kepler Group

Matt Gilbert, CEO
Kinetic Social

Jeff Laue, CEO
N3

Mark Kuhns, CEO
On Campus Marketing

Neil Jessop, CEO
OnePoint Global

Andy Hunn, COO
Resonate

Mark Anthony, President
The Sandbox Group

Brian Morrison, CEO
Terraboost Media

Todd Murphy, CFO
WordStream

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

Randy Cohen, President & COO, Advertiser Perceptions



Co-Founder Randy's marketing, research, and management experience spans more than 30 years, having held management positions in advertising, media, and technology. Over the past dozen years, he has developed the products and approach to deliver actionable results for the leading media companies in the world. He leads and is hands-on with Advertiser Perceptions' largest engagements. Early in his career, he was responsible for strategic planning and consumer advertising research at Grey Advertising. During his 10 years at Ziff Davis, Randy was well-known for successfully directing research and marketing for the company's consumer and business publications. In addition, he headed up research, marketing, and operations for Red Herring Communications (VP of marketing), On2 Technology (COO), and Mobilicity (EVP of marketing).

About Advertiser Perceptions

Advertiser Perceptions is the #1 resource for business intelligence solutions serving the entire advertising industry. We track the heartbeat of the media and advertising marketplace, and provide a road map for using smart, unbiased, and timely research-based business intelligence for competitive advantage. Our singular focus is on the advertising marketplace, and our solutions are research-based – designed to be actionable – enabling our clients to strengthen their brands, while increasing sales, market share, and competitive advantage. www.advertiserperceptions.com

Rob Purdy, CEO, Carlton Group



After graduating from Centennial College in Marketing, Rob held national sales and marketing roles prior to starting Carlton Group in 1989. Carlton emerged as a marketing services company specializing in developing strategic marketing plans for many of Canada's largest retailers. While developing several paper-based sales incentive programs, Rob realized the need for an online solution that would automate all of the manual touch points and, in 1998, shifted Carlton into IT development and the launch of Canada's first online incentive platform, IMS. IMS quickly grew and added many new clients, including Canada's largest telco, Bell Canada; however, IMS technically fell short of Rob's primary goal, which was to design a truly global solution. After watching Salesforce emerge as an early stage, Software-as-a-Service (SaaS) pioneer, Rob realized the power of SaaS and its ability to function globally was the genesis behind the design of Power2Motivate. Power2Motivate was launched in 2007 as the world's

first SaaS-based employee engagement platform. This was followed by the launch of Global Reward Solutions, another SaaS entry in 2010. Throughout the last 10 years, Rob's corporate sales and marketing experience helped Carlton shape and develop a global channel sales network that has been the catalyst to securing a truly global client base. Rob's vision behind the design of Carlton's core solutions shows how seamlessly they complement each other, while providing endless growth opportunities on a global scale.

About Carlton Group

Carlton “Global Engagement” is the core to Carlton’s growth plans and our story as a global pioneer. Since 2006, Carlton has developed two core solutions, Power2Motivate (P2M) and Global Reward Solutions (GRS). P2M is an end to end “Global Engagement” platform that consolidates engagement across all key stakeholders, including employees, sales, and channel partners, as well as building end-customer engagement. In addition, P2M has bundled powerful apps within P2M’s platform, including global benefits, sharing, and wellness. Together with our customer analytics tools, P2M is emerging as the leader in global engagement. GRS is the world’s best rewards management platform. Since 2010, GRS has consolidated a vast network of +600 global suppliers into a single GRS dashboard that has completely automated reward management on a global scale. With one single “Fast Connect” API, customers can access millions of rewards in every country around the globe, including online travel, gift cards, merchandise, digital media, and even experiential getaways. Together, GRS not only powers global rewards for P2M, but has also become a global procurement and customer service engine for many companies within recognition, incentive, and loyalty. GRS is also live within Salesforce Classic, Lightning, and Sage Live with more GRS app integrations underway. No other company has embraced global engagement like Carlton Group, which explains why Carlton has grown on average by 45% a year over the last five years. Based on the new clients contracted in 2016, we expect this trend to not only continue, but we now have the scalability and clients to significantly exceed previous growth rates. www.carlton.ca

Jeremy Murphy, COO, Clicktripz



Jeremy co-founded TheSuitest, a hotel data-analytics platform that was acquired by Clicktripz in 2015. Before jumping into the travel industry, Jeremy held a number of mission-critical roles at large financial institutions. Jeremy was an analyst at Goldman Sachs in the investment management division, oversaw risk for a fund of hedge funds, and worked in investment banking at Houlihan Lokey and Bank of America Securities.

About Clicktripz

Clicktripz is a travel-specific advertising platform that connects the online travel ecosystem. Clicktripz’ proprietary technology efficiently matches advertisers, travelers, and publishers at scale. Advertisers receive highly qualified traffic based on granular bidding on each publisher in the network. Publishers enjoy industry leading payments, precisely commensurate to the quality of traffic they drive to advertisers. Travelers benefit from solutions that help them quickly and easily compare relevant travel inventory to find the right trip at the right price. Founded in 2010 and with offices in California, Washington DC, and London, the platform currently services nearly 100 million consumer searches per month. www.clicktripz.com

Keith Price, Co-CEO, Critical Mix



Keith is co-CEO at Critical Mix, a global marketing insights solutions company. He co-founded Critical Mix in 2011 with the passion of simplifying the creation of business intelligence, leading the company to reach 43rd on the Inc. 500 list of the fastest growing private companies in America in 2015. For more than 20 years, Keith has been creating and developing customer-driven, technology-enabled service organizations. Prior to Critical Mix, he served as executive vice president at Greenfield Online, where he grew a profitable business consisting of +600 employees and was instrumental in the ultimate sale of the company to Microsoft in 2008. Keith is an active participant in the market research industry, chairing association events and frequently speaking on data collection and new market research techniques.

About Critical Mix

Critical Mix provides easy access to high-quality global target audiences, survey programming, and data visualization services to help companies around the world make smarter business decisions. Driven by a passion for simplifying access to insights, the team at Critical Mix is personally invested in giving clients the best customer service experience. Every project, no matter the size or type, is supported by a team of always-available, experienced market research practitioners, who anticipate needs and provide thoughtful customer care. Critical Mix is headquartered in Westport, CT and operates globally. www.criticalmix.com

Rick Greenberg, CEO, Kepler Group



Rick is a marketing veteran whose experience extends from brand management in the early 90's – when “big data” was having more than one coupon code in the market at the same time – to helping today's leading brands dynamically market across the thousands of marketing moments that touch every consumer every day. Founded June 2012, Kepler Group helps Fortune 500 advertisers use digital channels to create more responsive and profitable customer relationships. The company's offerings include custom marketing databases, sophisticated analytics and decision rule development, and digital agency services. Kepler's clients include Sling, PayPal, Bed Bath & Beyond, Sanofi, and AXA Financial, among others. Prior to founding Kepler, Rick was SVP Americas at MediaMath, partner at Rosetta, and brand manager/ABM at Unilever and Procter & Gamble.

About Kepler Group

Kepler, founded in 2012, is an independent provider of digital and database services to Fortune 500 clients in the financial services, travel, retail, healthcare, and other industries. Utilizing its proprietary Kepler Intelligence Platform, Kepler actively manages client programs in more than two dozen countries. www.keplergrp.com

Matt Gilbert, CEO, Kinetic Social



Matt is the CEO of Kinetic Social. An accomplished marketing cloud and digital advertising leader with an 18-year track record of developing and scaling high-growth companies focused on delivering solutions that increase the profitability of customer relationships, Matt is responsible for the overall strategic direction and day-to-day leadership of Kinetic. Prior to joining Kinetic in 2016, he was the co-founder and COO of 500friends, building the company to millions in revenue and achieving a successful exit to Merkle in 2014. Prior to joining 500friends, Matt served as SVP of Webloyalty.com, where he was responsible for the company's revenue generation activities and customer relationships. Previously, he was a co-founder and SVP of IAC/InterActive's Advertising Solutions Group and SVP and member of the management team

credited with orchestrating the turnaround of Ask.com. Matt has also held key roles at Excite@Home and Narrative Communications.

About Kinetic Social

Kinetic is a technology-enabled full service provider of social advertising solutions across all leading platforms, including Facebook, Instagram, Twitter, and Pinterest. Our comprehensive suite of services was developed for marketers seeking to maximize their return across social channels and includes campaign design, delivery, measurement, and optimization. Kinetic is based in New York with offices in Toronto, Chicago, and San Francisco. www.kineticsocial.com

Jeff Laue, CEO, N3



As CEO and co-founder of N3, Jeff sets the course for the company's vision and strategy for ensuring revenue impact for clients. He has more than 25 years' experience in management, business process transformation, and sales and marketing strategy development and implementation. Under Jeff's leadership, N3 has grown significantly over the last 11 years, expanding globally and delivering results for leading technology and manufacturing companies, including Microsoft, GE, HP Enterprise, Kimberly-Clark Professional, and SAP. Prior to founding N3, Jeff was a partner at Computer Science Corporation, where he led large implementation delivery, sales, and strategy teams. Jeff also served as an executive with Siemens Business Services, responsible for SAP software implementation and application hosting. Earlier in his career, Jeff worked in channel development for Sun Microsystems, as well as for several technology start-ups.

About N3

N3 designs and executes large-scale, outsourced sales and marketing campaigns leveraging digital marketing, inside sales, social listening, and custom analytics. A proven leader in the technology industry, we deliver results for domestic and global campaigns with our proprietary methodologies and performance-based approach. Founded in 2004, N3 has more than 10 years of proven success in technology, software, and manufacturing demand generation. N3 employs highly skilled, customer-focused people worldwide with the ability to deliver

+25 languages. Headquartered in Atlanta, N3 offers global resources with offices in Costa Rica, Dublin, Fort Lauderdale, London, Seattle, Singapore, and Fargo, ND. www.n3results.com

Mark Kuhns, CEO, On Campus Marketing



Mark has more than 23 years of experience managing complex, growth-oriented businesses. In the earlier part of his career, Mark worked in corporate strategy, finance, and marketing for Federated Investors, United Parcel Service, and Accenture Consulting. From this base of experience, Mark joined TACA Airlines in El Salvador, where he led the successful launch of TACA.com and the post-merger integration of the Central American flagship airlines. Mark later led the Regional Airline subsidiary of TACA as vice president and COO. At US Airways, Mark served as managing director of marketing and eCommerce, where he helped lead the successful re-launch of usairways.com and several key transformation initiatives, which resulted in a merger with America West. At Under Armour where he served as corporate vice president, Mark was responsible for building the company's award winning direct-to-consumer business. Today, Mark serves on several boards and is the CEO for On Campus Marketing, which is backed by Spire Capital.

About On Campus Marketing

Our Campus Market is the premier website for college students and families. Whether you are preparing for college or staying in contact across the miles, On Campus Marketing (OCM) is ready with university-approved merchandise for campus living, gifting, and special campus occasions, including move-in, graduation, and more. Best of all, OCM serves more than 900 campuses nationwide, ensuring the "seal of approval" from each campus. When you purchase from Our Campus Market, we ensure you have the right products for your college, guaranteed. We've made college easier and more affordable for more than three million families and counting. www.ocm.com

Neil Jessop, CEO, OnePoint Global



Neil co-founded OnePoint Global with a vision to create a self-service mobile survey platform to enable organizations across the globe to tap into the power of mobile. Under his leadership, the company has evolved from a groundbreaking idea into the world's largest mobile survey software company with offices around the globe. Having started several successful ventures prior to OnePoint Global, Neil has always placed innovation at the heart of the company, to ensure that the market-driven solutions are constantly evolving with new technological developments.

About OnePoint Global

OnePoint Global is the global mobile survey software platform leader. Our mobile survey technologies, including our SMS, App, App-in-App, and Online and Mobile Web surveys, help companies gain feedback in entirely new ways. OnePoint Global is the trusted partner to Voice of the Customer

& Customer Experience specialists, global research agencies, and brands. We pride ourselves in being simple to use, yet powerful in results. Our enterprise-class mobile survey platform ensures surveys are always fully optimized for all mobile devices, making it easy to answer them on any device and enabling surveys to be undertaken across “Any Handset, Any Country, Any Language – Anytime, Anywhere.” www.onepointglobal.com

Andy Hunn, COO, Resonate



Andy has more than 20 years of experience driving success in startups across a diverse mix of technology sectors, including digital media, Internet security, SaaS, and web hosting. Andy is a co-founder and wrote the original business plan for Resonate, a consumer intelligence and activation company designed to help political, advocacy, and brand advertisers better understand their audiences and activate that understanding using Resonate’s proprietary data. As COO, Andy is responsible for research, engineering, product, and business development.

About Resonate

Resonate provides the next generation in data-driven marketing by offering a powerful consumer intelligence-to-activation platform that has helped hundreds of companies more fully and connect with the right consumers at scale through measuring and calibrating the effectiveness of their segmentation strategy based on the underlying motivations and values that drive their decisions to buy or support specific brands and products. www.resonate.com

Mark Anthony, President, The Sandbox Group



A lifelong student of the marketing communications industry, Mark has held virtually every job in an agency. From humble beginnings in Toronto, Mark started and built one of Canada’s largest independently owned agencies, liberated an award winning global design consultancy from the tyranny of its private equity owners, and subsequently co-founded Sandbox: An agency determined to create a home for talented individuals and client organizations longing for a true alternative to the current landscape of holding companies and financial engineered roll-ups.

About The Sandbox Group

Sandbox is a full service marketing communications firm, which was created out of the need to offer industry talent and client organizations a true alternative. Sandbox is building a truly collaborative and full service agency and employs approximately 450 individuals in seven offices in the USA and Canada. www.sandboxww.com

Brian Morrison, CEO, Terraboost Media



Brian is the founder and CEO of Terraboost Media, a company he co-founded on the premise of providing health and wellness solutions to U.S.-based retailers, while concurrently creating valuable media networks. Over the past decade, Terraboost has amassed a network of 53,000 mini billboards within +15,000 retail venues generating billions of engagements per month. Prior to Terraboost, Brian was founder & CEO of San Francisco-based BriteVision Media (coffee sleeve advertisements distributed to a proprietary network of coffee houses), which was sold to private equity in 2005. Prior to BriteVision, Brian was a financial and marketing analyst for Intel.

About Terraboost Media

Terraboost Media (TMB) has invented a new advertising vehicle – “Hand Sanitizing Billboards” and patented five styles of boards thus far over the duration of the business. By integrating hand sanitizing foam and wipe boards with eye-level advertising space, TBM has created a high-impact advertising vehicle that delivers guaranteed engagement and reach to generate an estimated 3.5 billion impressions per month, or roughly 30x the Superbowl viewing audience of 114 million. The aesthetics and practical nature of the billboard have gained traction with more than 53,000 installations (some in-progress) across the U.S. – placed in what we believe to be extremely valuable locations within the supermarkets (front door, pharmacy, produce, meat, deli), within drug stores (door and pharmacy counter), airports, malls, and other prominent retailers that likely would never have been receptive to third-party advertising panels had it not been for the valuable win-win amenity the dispensers provide. www.terraboost.com

Todd Murphy, CFO, WordStream



Todd joined WordStream as its CFO in January 2016 and leads its finance and administration functions. Todd has extensive experience scaling high-growth services and technology companies, most recently at Predilytics and Health Dialog. Todd has also held senior finance positions at publicly-traded companies ADE Corporation and Textron. Todd earned his CPA while working at PriceWaterhouseCoopers.

About WordStream

WordStream, a Google Premier SMB Partner, develops online marketing software, provides managed PPC advertising services, and shares online marketing advice through our blog to bring the power of online marketing to businesses of all sizes. Our software and services help businesses and agencies take the guesswork out of pay-per-click advertising, so you get more from your marketing budget. The WordStream platform lives in the cloud, delivering customer requests on-demand and quickly adapting to changes in the industry with new customer requested features. www.wordstream.com

Petsky Prunier Ranked #1 by Bloomberg for Five Consecutive Years

| Bloomberg M&A League Tables, 2011-2015 | | | | | |
|---|----------------------------|------------|--------------------|----------------------------|------------|
| TOP ADVISORS SERVING THE MIDDLE MARKET INTERNET AND ADVERTISING SECTORS | | | | | |
| 2015 | | | 2011-2015 (5-Year) | | |
| Rank | Advisor | Deal Count | Rank | Advisor | Deal Count |
| 1 | Petsky Prunier | 18 | 1 | Petsky Prunier | 84 |
| 2 | Goldman Sachs | 17 | 2 | Goldman Sachs | 68 |
| 2 | PwC | 17 | 3 | Jordan Edmiston Group | 59 |
| 4 | Jordan Edmiston Group | 15 | 3 | Morgan Stanley | 59 |
| 4 | KPMG Corporate Finance | 15 | 5 | PwC | 52 |
| 4 | Morgan Stanley | 15 | 6 | China Renaissance Partners | 47 |
| 7 | China Renaissance Partners | 11 | 6 | Nomura | 47 |
| 7 | Ernst & Young | 11 | 8 | GCA Savvian Group | 44 |
| 9 | Avendus Capital | 9 | 9 | KPMG Corporate Finance | 43 |
| 9 | Rothschild | 9 | 10 | Ernst & Young | 38 |
| 11 | Citi | 8 | 10 | JP Morgan | 38 |
| 11 | Credit Suisse | 8 | 12 | Jefferies | 37 |
| 11 | Jefferies | 8 | 13 | AGC Partners | 35 |
| 11 | William Blair & Company | 8 | 14 | Credit Suisse | 34 |
| 11 | Mooreland Partners | 8 | 15 | Daiwa Securities | 33 |

Based on number of deals announced in 2011-2015 valued at \$500 million or less. Internet and Advertising is defined by Bloomberg.

Petsky Prunier is one of the leading investment banks to the technology, media, marketing, eCommerce, and healthcare industries. We have closed more than 60 transactions in the last 24 months and more than 100 transactions since 2011 (across all industries in addition to Internet and Advertising). Our engagements have ranged from strategic sales and divestitures to private equity recaps to growth, mezzanine, and alternative financings. 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 services, 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 global reach supplemented through our partnerships with investment bank The Mountain Capital Group in China, as well as Allegro Advisors and o3 Capital in India.

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Representative Recent Transactions

| | | | | | |
|--|---|---|--|---|---|
|  <p>a portfolio company of ROCKBRIDGE GROWTH EQUITY</p>  <p>has agreed to be sold to</p>  <p>a division of WPP</p> <p>PetsyPrunier</p> |  <p>a network of online media brands comprised of</p>  <p>Reviews.com</p>  <p>has been sold to</p> <p>RED VENTURES</p> <p>PetsyPrunier</p> |  <p>has received a majority investment from</p> <p>Baird Capital </p> <p>PetsyPrunier</p> |  <p>has been sold to</p>  <p>a portfolio company of MOUNTAINGATE CAPITAL</p> <p>PetsyPrunier</p> |  <p>has acquired</p>  <p>from</p>  <p>(NASDAQ: ACXM)</p> <p>PetsyPrunier</p> |  <p>(NASDAQ: CTSH)</p> <p>has acquired</p> <p>idea couture</p> <p>PetsyPrunier</p> |
|  <p>a portfolio company of</p>  <p>(NYSE: WTM)</p> <p>has been sold to</p>  <p>PetsyPrunier</p> |  <p>a portfolio company of</p> <p>SOUTHFIELD</p> <p>has been sold to</p> <p>OmnicomHealthGroup</p> <p>a division of OmnicomGroup</p> <p>(NYSE: OMC)</p> <p>PetsyPrunier</p> |  <p>a portfolio company of</p> <p>UNION CAPITAL</p> <p>has been sold to</p>  <p>PetsyPrunier</p> | <p>PATH TO PURCHASE INSTITUTE</p> <p>has been sold to</p>  <p>PetsyPrunier</p> | <p>\$207,000,000*</p>  <p>a portfolio company of</p>  <p>has been sold to</p>  <p>(NASDAQ: SYKE)</p> <p>PetsyPrunier</p> |  <p>a portfolio company of</p> <p>NORWEST VENTURES</p> <p>has been sold to</p>  <p>Trivergence</p> <p>in partnership with</p>  <p>& LONDON</p> <p>PetsyPrunier</p> |
|  <p>has received a majority investment from</p>  <p>PetsyPrunier</p> |  <p>has received a majority investment from</p>  <p>PetsyPrunier</p> | <p>THE CARLYLE GROUP and H.I.G. GROWTH PARTNERS</p> <p>have sold</p>  <p>REVSHARE</p> <p>comprising Media Properties Holdings</p>  <p>PetsyPrunier</p> | <p>\$225,000,000*</p>  <p>has been sold to</p>  <p>(NYSE MKT: IDI)</p> <p>PetsyPrunier</p> |  <p>has received a significant growth investment from</p>  <p>PetsyPrunier</p> | <p>\$160,000,000*</p>  <p>a portfolio company of</p>  <p>has been sold to</p>  <p>(NYSE: DLX)</p> <p>PetsyPrunier</p> |
|  <p>has been sold to</p>  <p>PetsyPrunier</p> |  <p>a portfolio company of</p>  <p>has been sold to</p>  <p>PetsyPrunier</p> |  <p>has received a majority investment from</p>  <p>PetsyPrunier</p> | <p>WAE IMG</p> <p>has sold</p>  <p>to</p>  <p>(NYSE: ACN)</p> <p>PetsyPrunier</p> |  <p>a portfolio company of</p>  <p>has been sold to</p>  <p>PetsyPrunier</p> | <p>BRANESHARE™</p> <p>has been sold to</p> <p>Leeds Novamark Capital</p> <p>and</p> <p>Aperion Management, LLC</p> <p>PetsyPrunier</p> |
|  <p>direct from the source</p> <p>has been sold to</p> <p>NORWEST VENTURE PARTNERS</p> <p>PetsyPrunier</p> |  <p>has been sold to</p> <p>fromyouflowers.com</p> <p>PetsyPrunier</p> |  <p>has received a significant investment from</p>  <p>PetsyPrunier</p> |  <p>has been sold to</p>  <p>(NYSE: EVDY)</p> <p>PetsyPrunier</p> | <p>\$78,000,000*</p>  <p>has been sold to</p>  <p>(NASDAQ: EXLS)</p> <p>PetsyPrunier</p> | <p>\$120,000,000</p>  <p>has sold</p> <p>MediMedia Pharma Solutions to</p>  <p>PetsyPrunier</p> |
|  <p>has been sold to</p>  <p>a portfolio company of</p>  <p>PetsyPrunier</p> |  <p>has been sold to</p>  <p>a portfolio company of</p>  <p>PetsyPrunier</p> |  <p>has sold</p>  <p>to</p>  <p>a portfolio company of</p>  <p>PetsyPrunier</p> |  <p>has been sold to</p>  <p>a division of OmnicomGroup</p> <p>(NYSE: OMC)</p> <p>PetsyPrunier</p> |  <p>has been sold to</p>  <p>PetsyPrunier</p> | <p>\$65,000,000</p> <p>DOCTORDIRECTORY</p> <p>has been sold to</p>  <p>(NYSE: EVDY)</p> <p>PetsyPrunier</p> |

*Approximate Transaction Value

Securities transactions are processed through Petsy Prunier Securities LLC, a member of FINRA and an affiliated entity.