

PetskyPrunier
INVESTMENT BANKERS

SPOTLIGHT

dinner

PetskyPrunier
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Petsky Prunier is the leading specialty investment bank serving the marketing sector. The firm provides merger and acquisition advisory services to companies in the marketing services & technology, interactive advertising, digital content & commerce and out-of-home & specialty media industries.

Petsky Prunier's affiliate, Winterberry Group, is a unique strategic consulting firm that helps these same companies build profits and propel shareholder value through business assessment & strategic planning, market intelligence & sector research and due diligence services. Working in close collaboration, the two firms offer a unique dual perspective on corporate growth grounded in market knowledge, value assessment and strategic insight.

AGENDA

Wednesday, April 16, 2008
The Fairmont, San Francisco

Wednesday, April 16

5:30 – 6:00 **Registration & Reception**

6:00 – 7:00 **Dinner**

7:00 – 7:15 **Opening Remarks:**
W2 Group
Larry Weber, *Chairman*

7:15 – 8:15 **Spotlight Speakers:**
Company Introductions

Adapt Technologies
Michael Harris, *President & CEO*

Clash-Media
Simon Wajcenberg, *CEO*

eBureau
Gordon Meyer, *President & CEO*

Fosina Marketing Group
Jim Fosina, *President & CEO*

Jigsaw
Jim Fowler, *CEO & Co-Founder*

Launchfire
John Findlay, *President & CEO*

nFusion Group
John Ellett, *CEO & Co-Founder*

Powered
Dave Ellett, *Chairman & CEO*

Prospectiv
Jere Doyle, *CEO*

Vayan Marketing Group
Laura Kall, *CEO & Founder*

Zeta Interactive
Al DiGuido, *CEO*

8:15 – 9:00 **Cocktails & Networking**

Larry Weber
Chairman, W2 Group



Larry Weber is chairman of W2 Group, a global marketing services ecosystem that helps CMOs in their new role as builders of communities and content aggregators. W2 Group companies, including Digital Influence Group and Racepoint Group, are leaders in social media marketing in both paid and unpaid media. In 1987 Weber founded The Weber Group, which within a decade became the world's largest technology public relations firm. The Interpublic Group of Companies purchased The Weber Group in late 1996, and in early 2000, Weber was named chairman and CEO of Interpublic's Advanced Marketing Services Group. Weber is the co-founder and chairman of the Massachusetts Innovation and Technology Exchange (MITX), the world's largest interactive advocacy organization, and advises Massachusetts Governor Deval Patrick on technology-related issues. Weber's second book, *Marketing to the Social Web: How Digital Customer Communities Build Your Business*, was published by Wiley & Sons in June 2007.

About W2 Group

W2 Group is a global marketing services ecosystem that helps CMOs in their new role as builders of communities and content aggregators. W2 Group companies, include: Digital Influence Group, a pioneer in social media marketing; Racepoint Group, a leading global public relations firm with special expertise in digital media relations; Ringleader Digital, a next-generation mobile advertising platform; and PARTNERS+simons, a paid media advertising firm.

Michael Harris
President & CEO, Adapt Technologies



Michael Harris is the President & CEO of Adapt Technologies, an internet advertising company based in Pasadena, California. Michael was recruited by the investors in Adapt shortly after funding, to add experience and strategic direction to the company. Prior to Adapt, Michael served as SVP, Global Product Management for Yahoo! Search Marketing, where he was responsible for overseeing product strategy and development plans for the billion-dollar plus search advertising business. Michael was also SVP with Overture Services, Inc. (Goto.com), the originator of pay-per-click search advertising, when the company was acquired by Yahoo! He was a senior member of the transition team that merged operations. Michael's 20-plus years of experience is entirely focused in technology. Prior to Yahoo!, he served as SVP, Products & Strategy for FileNet (an IBM Company). Prior to FileNet, Michael served in executive roles at Stac, Rememory Corp (Founder/CEO), Connor/Archive Corporation, and Emerald Systems Corp.

About Adapt Technologies

Adapt provides search engine campaign management applications (software-as-a-service) to small and medium businesses and online agencies, helping them save time and money generating leads and online sales. Adapt's competitive differentiation revolves around its non-threatening, self-service interface, transparent optimization techniques, and a low cost, flat fee business model. Adapt SEM provides cross-network, campaign management for Google and Yahoo paid search, including: bid management, keyword discovery, ad testing, competitive analysis, campaign migration and reporting. Founded in December 2004, the company is venture funded by Mohr Davidow Ventures and Emergence Capital Partners.

Simon Wajcenberg
CEO, Clash-Media



Simon Wajcenberg has over 10 years experience in online marketing. He has founded numerous successful online ventures including an online stock brokerage, Prime Q, a leading interactive advertising agency and TMN Media Group – a company which he took to listing on The London Stock Exchange's AIM market in June 2000. Simon founded Clash-Media in March 2006 and prior to establishing Clash was Commercial Director for an advertising agency and Sales Director for PDV, an online direct marketing business.

About Clash-Media

Clash-Media is a leading performance-based marketing company with technology that connects marketers to consumers through its lead generation and affiliate networks. Clash-Media generates leads via a network of proprietary sites and relationships with leading publishers. It uses a variety of online marketing strategies including search engine optimization, email marketing and display advertising to obtain qualified leads for businesses. Clash Media is market leader in the UK and European Online Lead Generation space. It currently trades in 5 countries and has offices in the UK, US and Scandinavia. Clash-Media will be launching its services into Germany in March 2008 and has plans to operate in all major European countries over the next three years. Additional information is available at www.clash-media.com.

Gordon Meyer

President & CEO, eBureau



Gordon (Gordy) Meyer has held several senior executive positions in his career, leading the start up and development of many successful companies. With an extensive career in risk management, Gordy brings significant experience and thought leadership in the application of analytics and decision sciences within marketing, credit and collections operations. For ten years, he held management and policy development responsibilities in credit and collections in managing Fingerhut's \$2 billion direct mail catalog sales. In 1994, Gordy founded RiskWise and led the development of a highly regarded risk management company focused on the development and distribution of a series of sophisticated decision products for credit, fraud prevention, collections, and payment risk. LexisNexis acquired RiskWise in June 2000. He continued to lead the RiskWise business and held senior roles in the LexisNexis technology organization until June of 2003. In the fall of 2003, Gordy founded eBureau.

About eBureau

eBureau provides a powerful suite of predictive scoring and information services to industry-leading multichannel marketers, financial services companies, online advertisers, and agencies. The company's suite of online marketing and lead generation, credit risk management, fraud prevention and collections solutions enable clients to dramatically improve business results throughout their customer life cycle by leveraging state-of-the-art predictive analytics. Founded in 2004, eBureau has designed and built a patent-pending data warehouse and real-time predictive scoring system. The company is headquartered in St. Cloud, Minn., employs 50 people and has received \$28 million in funding from its founders, Split Rock Partners, and Redpoint Ventures. For more information, please visit www.ebureau.com.

Jim Fosina

President & CEO, Fosina Marketing Group



Jim Fosina is the President & CEO of Fosina Marketing Group. He has over 20 years of direct marketing experience and has built one of the most successful "pay for performance" interactive advertising companies in the industry. Jim has held marketing and senior management positions at the following companies: Gevalia/Kraft, Perrier, Grolier/Scholastic, List Services Interactive and now Fosina Marketing Group. He has developed highly profitable Internet businesses for companies like Gevalia, Scholastic, Bertelsmann, Rodale, Oxmoor House, Hachette Filipacchi, Thompson Cigar, Dennis Publishing and more. Jim is past Chairman and still serves on the DMA Board of Ethics Policy Committee and is the DMIX Membership Director. Fosina Marketing Group was formed in April, 2003.

About Fosina Marketing Group

Fosina Marketing Group is a global, full service direct marketing agency providing a range of individualized traditional and online marketing services. Its senior management team has over 200 years combined client side experience as direct marketers in the consumer goods, publishing and business to business sectors. Fosina has assisted many companies, both in the U.S. and internationally, with transitioning their business to include profitable Internet marketing and partnership strategies. Its approach to successful integration and a positive ROI is a strict adherence to direct marketing discipline and detailed attention to base business core competence. Fosina offices are located in Danbury, CT. For more information, please visit www.FosinaMarketingGroup.com.

Jim Fowler

CEO & Co-Founder, Jigsaw



Jim Fowler is the CEO and co-founder of Jigsaw, an online directory of business contact and company information built by and for its global membership. Jigsaw provides easy access to high-value business information that can be used to identify key decision makers and people for purposes such as sales, marketing, recruiting and customer service. A veteran sales executive, Jim Fowler has spent the last 15 years selling marketing and collaboration software. Prior to co-founding Jigsaw, he served as vice president of sales at Digital Impact (DIGI), Paramark and TightLink where he was responsible for building their sales departments. He also held sales management positions at Personify and NetGravity. Before his career in software sales, Jim was owner and operator of Lookout Pass, a ski resort in Idaho, and served in the US Navy as a Diving and Salvage Officer.

About Jigsaw

Jigsaw (www.jigsaw.com) is an online directory for business contact and company information built by and for its global membership. Jigsaw provides low-cost and easy access to high-value business information that can be used to identify key decision makers and people for purposes such as sales, marketing, recruiting, and customer service. Jigsaw members, who have contributed more than 7 million business contacts from more than 600,000 companies since the database's launch in 2004, use Jigsaw to increase efficiency when searching for the business contact and company information they need to grow their business. Jigsaw is located in San Mateo, Calif., and is funded by Austin Ventures, El Dorado Ventures, and Norwest Venture Partners.

John Findlay

President & CEO, Launchfire



John Findlay is the President, CEO and founding partner of Launchfire, a leading interactive promotions company. In his career with Launchfire, John has developed winning interactive promotions strategies for Fortune 1000 clients including Dell, Intel, Microsoft, Time Warner, NBC, Hyatt and many more. John is an innovative thinker with a knack for developing solutions that offer value to the consumer while achieving the client's specific business objectives. Outside of work, sports, guitar, reading and travel capture his imagination.

About Launchfire

Launchfire is an award-winning interactive promotions company specializing in contests & sweepstakes, advergames, and viral marketing. Launchfire combines superior strategic and creative thinking, leading edge technologies, and engaging content to deliver measurable results. The company has run successful interactive promotions in more than 25 countries for many of world's leading brands and agencies. For more information about Launchfire please visit www.launchfire.com.

John Ellett

CEO & Co-Founder, nFusion Group



John Ellett is Chief Executive Officer and co-founder of nFusion Group, LLC, a marketing agency that helps companies plan, execute and measure customer engagement programs in today's complex media landscape. John is responsible for building the team and setting the strategic direction for the firm which has been recognized by *Inc* and *Entrepreneur* magazines as one of the fastest growing companies in the US. He also acts as an advisor to their clients' executives, helping them develop their strategic vision, refine their business models and prioritize marketing efforts. From 1987 - 1994, Mr. Ellett served in several marketing leadership roles with Dell, including head of its North American marketing organization. In 1994, he founded The Ellett Group, a strategic consulting firm that advised and trained Fortune 500 companies and venture-backed start-ups on customer acquisition and retention, channel and product strategy, and marketing program implementation.

About nFusion Group

nFusion is a digital-centric marketing agency that plans, executes and measures integrated customer engagement programs. It blends marketing strategy, media, creative and technology to create demand and build brands for client companies. Founded in 2001 and headquartered in Austin, Texas, nFusion is one of the fastest growing agencies in the country and can be found online at www.nfusion.com.

Dave Ellett

Chairman & CEO, Powered



In his role as Chairman and Chief Executive Officer, Dave Ellett develops growth strategies and oversees all operational aspects of Powered. He brings over 25 years of senior management experience to the company. Mr. Ellett's combination of vision and leadership drives the company's continuous pursuit of innovative social marketing solutions for major brands and publishers. Prior to Powered, he served as Chief Executive Officer at Docent, Inc., a leader in enterprise learning and business performance management which merged with Click2Learn to create SumTotal (NASDAQ: SUMT). He led Docent from its series A funding through a successful IPO and to the number one position in its market. Previously, Mr. Ellett also led the education businesses at Oracle and EDS.

About Powered

Powered builds social commerce programs for F1000 brands and publishers. These sites engage consumers by helping them collaborate online, get advice from trusted individuals, and research and purchase products. Social commerce combines elements of social networking and community with the consumer learning and research process, both before and after consumers purchase a product. The result is high ROI and conversion to purchase (1 in 5 consumers purchase as a result of Powered programs), improved brand affinity, and new insights into consumer attitudes and buying behavior. In comparison to other marketing programs, brands using Powered's social commerce solutions find that consumers are 30 times more likely to buy their products compared to media advertising and 6 times more likely to buy their products compared to direct marketing.

Jere Doyle

CEO, Prospectiv



Jere Doyle is Prospectiv's Founder, President and CEO. Jere founded Prospectiv in 1999 and since inception has provided the visionary leadership that has established the company as a leader in the online customer acquisition industry. Prospectiv, based in Woburn, MA, provides customer acquisition solutions to leading pharmaceutical, consumer packaged goods, retail, education, personal finance and travel brands helping them to build an in-house list of consumers interested in their products and services. An experienced entrepreneur, Jere has successfully built and operated several businesses and received a BS in marketing and finance from Boston College and an MBA from Harvard Business School. Jere is on the Board of Directors of The Boston College Alumni Association.

About Prospectiv

Prospectiv is a pioneer in the lead generation industry and provides customer acquisition and email marketing solutions to leading consumer brands. The company specializes in finding, engaging and acquiring consumers interested in leading advertiser's brands and products and converting them to long-term profitable consumers. Prospectiv generates more than 50 million pre-qualified leads per year on a pay-for-results basis for clients, including many Fortune 1000 companies such as Procter and Gamble, Wal-Mart, Pfizer, Disney, Nestle and Schering-Plough. Prospectiv operates several Web properties, including Eversave.com and Healthier.com, and also provides leading publishers with a lead generation platform that creates a significant incremental revenue stream from their Web site traffic. Founded in 1999, Prospectiv is privately-held and is based in Woburn, Ma. For more information, please visit www.prospectiv.com.

Laura Kall

CEO & Founder, Vayan Marketing Group



Laura Kall is the founder and CEO of Vayan Marketing Group. She is responsible for the overall vision and direction of Vayan, working closely with executive team to insure the company meets its goals and objectives. Laura brings to Vayan 20 years of experience in sales and marketing stemming from her participation as an independent distributor for Nu Skin International, a leader in the direct sales industry. As one of NSE's top producers, Laura has helped develop and train sales forces in over 30 countries which have been responsible for hundreds of millions of dollars in product sales over the years. It was while helping her distributors find ways to recruit new people that the seeds for Vayan were planted. Today Vayan provides hundreds of thousand of leads on a monthly basis for thousands of distributors from direct selling companies.

About Vayan Marketing Group

Vayan Marketing Group, LLC, founded in 2000, offers a full range of services that includes online lead generation, permission based email marketing, direct marketing, list management, affiliate marketing and creative design services. Vayan is one of the leading multi-channel marketing firms in the industry providing powerful performance-based marketing campaigns coupled with a diverse mix of direct marketing channels ranging from data list rental, list management to data enhancement for direct mail and telemarketing. The ability to provide multi-channel marketing campaigns for its clients uniquely positions Vayan with a tremendous competitive advantage in the marketplace. Vayan's customers range from individual buyers of online leads to multinational corporations such as Citigroup and Equifax. Vayan's combination of seasoned management, diverse product lines, and proprietary technology across all service lines has propelled the company as a highly differentiated competitor in the industry with revenue growth of 40-50% annually and average profit growth in excess of 75% for the past five years.

Al DiGuido

CEO, Zeta Interactive



Long recognized as one of the digital marketing industry's premier innovators and a pioneer in e-mail communications, Al DiGuido has over 20 years of marketing, sales, management and operations expertise that he brings to his role as CEO of Zeta Interactive. Previously he served as CEO of Epsilon Interactive/Bigfoot, CEO of Expression Engines, EVP at Ziff-Davis, and publisher of Computer Shopper, where he launched ComputerShopper.com, a groundbreaking direct-to-consumer e-commerce engine. Prior to Ziff-Davis, he was VP/Advertising Director for Sports Inc. DiGuido also serves on the Direct Marketing Association's Ethics Policy Committee. DiGuido is also founder and president of Al's Angels (www.alsangels.org), an organization whose primary mission is to actively support existing charitable programs — including Safe Horizons, Bread & Roses, Stockings with Care, The Sunshine Kids, St. Christopher Otillie, and The Tomorrows Children's Fund — that provide assistance to children and families suffering hardships relating to life-threatening illnesses or conditions.

About Zeta Interactive

Zeta Interactive is what's next in interactive media. As a leading integrated, next-generation marketing firm, Zeta Interactive doesn't just sell isolated digital services, it delivers profitability and productivity to customers through its results-oriented, customer-centric approach, superior service, and best-of-breed technologies across all online channels. From email and search marketing, to creative design and web site development, to social media marketing and web analytics, Zeta Interactive's passion is in crafting strategies and solutions for our clients that help acquire, retain and win back customers — cost effectively and efficiently. Headquartered in New York City, the firm's over 300 seasoned marketers, industry visionaries and innovative technologists worldwide serve more than 200 world-class clients including Time Inc. and Sony Electronics Inc. For more information, please visit www.zetainteractive.com.