

PetskyPrunier
INVESTMENT BANKERS

SPOTLIGHT

dinner

April 9, 2013
San Francisco

PetskyPrunier
INVESTMENT BANKERS

SPOTLIGHT dinner

AGENDA

April 9, 2013
San Francisco

6:30-7:30

Reception

7:30

Dinner

7:45

Speaker Introductions

Ron Bloom, CEO
BiteSizeTV/Mevio

Eileen Gittins, CEO
Blurb

Andy Cohen, CEO
Caring.com

Jason Cohen, Co-President
Centerfield Media

Brian Cowley, CEO
CompareNetworks

Ed Braswell, President & CEO
edō Interactive

Scott Shaw, CEO
FishBowl

Jim Tobin, President
Ignite Social Media

Ronald Caporale, CEO
Lifescrypt.com

Erik Matlick, CEO
Madison Logic

Alex Ford, CEO
The Praetorian Group

Dave Pomeroy, CFO
Rhythm NewMedia

Jake Weatherly, CEO
SheerID

Jeff Lunsford, CEO
Tealium

Bill Demas, President & CEO
Turn

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.

Ron Bloom

CEO

BiteSizeTV/Mevio

Ron Bloom is the chairman and CEO of MEVIO and the recently announced BiteSize Networks, the



world's premier Independent Online Video Entertainment Network. Ron is ultimately responsible for MEVIO's product, strategy, production, positioning, and financing. Ron has been the chief architect of Mevio's business model and entertainment platform, guiding the company's evolution through marquee partnerships with British Telecom, Apple, and Sirius Satellite Radio and others as well as capital raises from the company's elite private investors, including venture firms Kleiner Perkins, Sequoia Capital and Sheralo Ventures, DAG and Crosslink Ventures. Ron is a former chairman and CEO of THINK New Ideas. As a founding partner of THINK, Ron helped develop the company's business strategy and market positioning, in addition to leading the company to its IPO and forward to become one of the largest and most successful interactive marketing and e-business solutions providers in the world. He helped to build the company to over 500 employees working out of eight offices in the US and abroad, driving revenues from a start-up to approaching \$100 million in less than three years. Ron led the company through venture rounds, an IPO, multiple acquisitions, a private placement of public equity, and, eventually the sale of the company for an estimated \$350 million. A respected technology and media executive, consultant, speaker and author, Ron has provided marketing, media, and technology strategy for a broad range of Fortune 1000 clients including AOL, Time Warner, AVON, IBM, Oracle, Chrysler, Ford, BellSouth, DuPont, Nortel, Continental Airlines, Gillette, Microsoft, Omnicom and Procter and Gamble.

About BiteSizeTV/Mevio

BiteSize is vertically integrated entertainment network. We produce proprietary, premium, Hollywood studio-quality entertainment and deliver it to millions of fans every day—anywhere, anytime, and on any device. At its core, BiteSize is the fusion of top, Academy, and Emmy Award-winning veteran producers, directors, writers and actors, the hottest new up-and-coming TV and new media talent, and the latest cutting edge Silicon Valley know-how. In 2011, the company delivered more than two billion streams on Mevio.com and more than 100 million streams on YouTube. Among the top 10 most-watched online multimedia category sites, Mevio.com draws 11 million-plus monthly visitors across more than 150 million visits. www.bitesizetv.mevio.com

Eileen Gittins

CEO

Blurb

Eileen Gittins has been at the intersection of the Internet, consumer and enterprise software, imaging systems, search,



and digital photography throughout her career. A three-peat Silicon Valley CEO, Eileen is a passionate advocate for enabling technologies that offer new ways to do valuable things, and she is now reinventing the book as the founder and CEO of Blurb. Blurb offers an on-demand creative publishing platform that enables anyone to design, share, market, and sell beautifully produced digital and printed books and magazines. Since launching at the DEMO conference in 2006, Eileen has led Blurb from a startup to a high-growth company, reaching profitability within three years. At its peak volume in 2012, Blurb received a new book title every 1.5 seconds, producing more book titles in five minutes than a mid-sized publisher typically produces in a year. Eileen was a semifinalist in 2011 for Northern California's Ernst & Young's Entrepreneur of the Year Award, has appeared on BBC television and radio, has been featured in *Fast Company*, *Fortune*, *The New York Times*, and *Time Magazine*, among others, has been a guest blogger for *The Huffington Post*, and is a frequent guest speaker at national and international conferences.

About Blurb

Every story is its own adventure. Blurb is a creative publishing platform that unleashes the creative genius inside everyone. Blurb's platform makes it easy to design, publish, market, and sell professional-quality books, catalogs, and magazines in both print and digital forms. Through its bookstore and online marketing tools, Blurb enables its book-makers to sell their work, while its social and community features allow customers to create and share Blurb books across social channels. Founded by Eileen Gittins in 2005, Blurb includes a team of Internet, software, and design veterans who share a passion for helping people bring their stories to life. To date, Blurb has shipped more than 6.5 million books to 70 countries. In 2010, Blurb was ranked the fastest growing media company on the Inc. 500 list. Blurb is based in San Francisco with offices in London. www.blurb.com

Andy Cohen

CEO

Caring.com

Andy Cohen is the CEO of Caring.com. While caring for his mom during her losing battle with lung cancer, Andy



realized that there wasn't a comprehensive website to help people figure out how to navigate all of the challenges of caring for aging parents. Andy founded Caring.com in 2007 to help make a difficult journey a little bit easier. With two million unique visitors every month, Caring.com is now the leading online destination for family members who are caring for aging loved ones. Caring.com provides objective information, a community of support, and a local senior services directory that features 45,000 consumer reviews. Caring.com has attracted \$20 million in venture capital investment and its content is featured on Yahoo!Health and MSN Health. Caring.com has been written about in USA Today, The Wall St. Journal, The New York Times, Money Magazine and BusinessWeek. Prior to founding Caring.com, Andy held leadership positions in marketing and sales at SC Johnson Wax, Intuit, Instill, Peapod, and SuccessFactors, where he grew businesses from start-up to tens of millions of dollars in revenue. Andy is a frequent speaker on caregiving topics and serves on the advisory board of the Health Policy Department at the Harvard Medical School, as well as on the board of directors of the National Alliance for Caregiving (NAC).

About Caring.com

Caring.com is the leading website for family caregivers seeking information and support, as they care for aging parents, spouses, and other loved ones. Caring.com provides helpful caregiving content, online support groups, and the most comprehensive senior care directory in the United States, with 45,000 consumer ratings and reviews and a toll-free senior living referral line (1-866-824-8174). In January 2012, Caring.com launched the Caring Stars award program recognizing America's best assisted living communities based on consumer reviews. This year, 383 communities in 40 states were named the Caring Stars of 2013. Based in San Mateo, California, Caring.com is a private company funded by DCM, Intel Capital, Shasta Ventures, and Split Rock Partners. www.caring.com

Jason Cohen

Co-President

Centerfield Media

Jason Cohen is a well-recognized leader in the interactive marketing industry. Jason has advised



and consulted for leading advertisers worldwide. He began his career at DoubleClick and thrived as one of the company's top global sales representatives. An entrepreneur at heart, Jason left and founded WiseAds New Media, the Internet's first e-Commerce advertising network, where he served as CEO. Jason was responsible for expanding the company from zero to 60+ employees prior to being acquired by About.com (A New York Times Company) in August 2000. Jason most recently served as president of MediaWhiz, a leading online direct marketing company that he founded in 2001. In late 2005, Lake Capital, a \$1.3 billion private equity firm, purchased a significant stake in MediaWhiz. Jason grew MediaWhiz through organic growth initiatives and the purchase of several companies to revenues in excess of \$125 million annually. Jason was a finalist for the 2007 Ernst and Young Entrepreneur of the Year Award. MediaWhiz was also recognized in 2007 by *Inc. Magazine* as the #256 fastest growing company in the U.S. Jason is an active advisor and investor in several privately held online companies.

About Centerfield Media

Centerfield delivers irreplaceable online customer acquisition programs through its proprietary network of content rich websites. The websites deliver premium quality content in a reviews oriented format, which allows the consumer to make an informed decision prior to making a purchase. Additionally, the company has created a unique technology platform (Clicks.net) which allows advertisers to bid and purchase clicks or calls in a variety of industry verticals. Publishers earn revenue by placing flexible ad units on relevant content, and are rewarded for delivering higher value clicks or calls (that last for a pre-determined duration). Through the lens of their proprietary sites and technology platform, Centerfield forms strategic long-term relationships with select advertisers. Currently the company services a diverse and growing set of industry verticals in the US and international markets including: B2B, Financial Services, Home Security, Online and Campus Based Education, Dating, Health and Fitness, Mortgage, and Insurance. www.centerfield.com

Brian Cowley

CEO

CompareNetworks

Brian joined CompareNetworks in 2011 as chief executive officer and director. He has, collectively, twenty-five years of experience in database marketing, media, business and corporate development, and executive management. The past seventeen years have been in web and mobile digital media. He has held the following roles (in reverse chronological order) GM, North America at Velti, which acquired AdInfuse in 2009, where he was president and CEO; vice president of mobile advertising at InfoSpace; vice president of sponsorship & services at eBay; co-founder, senior vice president of sales and business development at LookSmart; director of advertising at Netscape. Prior to digital, he worked at Equifax and Dun & Bradstreet.



About CompareNetworks

CompareNetworks is a 12-year-old, privately held, profitable company providing media and platform products in web and mobile formats with the purpose to drive revenue for science and healthcare manufacturers. Our media products, including vertical marketplaces, email, video, and print publications, match potential buyers with products to generate qualified sales leads. Our platform capabilities include web and mobile content management systems and sales and marketing application development. Markets currently served include life science, dental, medical, pharmaceutical, and laboratory equipment. www.comparenetworks.com

Ed Braswell

President & CEO

edō Interactive

Ed Braswell is the founder, chairman, and CEO of edō Interactive. Founded in 2007, edō Interactive is a technology company that leverages a unique consumer experience and a robust data asset built on consumer transactions to transform the deals and incentives marketplace, making the marketplace better for consumers and merchants of all sizes. edō provides consumers easy to redeem, personalized offers and empowers merchants with audiences and actionable targeting insights that drive relevance and results. Prior to edō Interactive, Ed was president and CEO of LINK2GOV Corporation, which was acquired by Metavante in November 2005. Ed also served as senior vice president of global sales for Premiere Technologies (NASDAQ-PTEK), where he managed a worldwide sales organization. Ed's professional experience also includes executive level sales management with Centigram Communications Corp. (NASDAQ-CGRM) and ROLM, an IBM Telecommunications subsidiary.



About edō Interactive

edō is all about making shopping and saving simple by providing a way to personalize merchant offers and make them automatically available through credit or debit cards and mobile devices. The edō card-linked offer platform brings insight and clarity into consumer spending behavior. This helps marketers and merchants increase loyalty and target new customers with instantly redeemable discounts tailored to individual shopping habits. edō has more than 200 million cards in its network and 190 financial banks utilizing the platform for national, SMB, and digital offers. www.edointeractive.com

Scott Shaw

CEO

FishBowl

Prior to founding Fishbowl in 2000, Scott spent 17 years spearheading three successful start-up foodservice companies. He was co-founder and president of Amy's Ice Creams, based in Austin, Texas; partner and chief operating officer of CAFÉ TU TU TANGO, a *Nation's Restaurant News* "Hot Concepts" award-winner; and chief operating officer of the Austin Grill, an award-winning seven-unit chain, based in Washington, D.C.



About Fishbowl

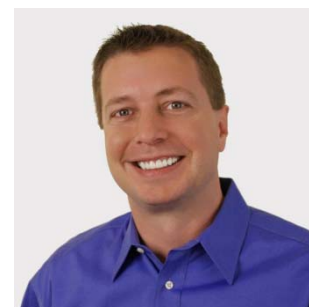
Fishbowl provides online marketing software and services to the restaurant industry. The company's products include enterprise and SMB email and social SaaS solutions, performance-based customer acquisition programs, and POS-to-cloud software that allows clients to track offers with item and guest level detail. This offer tracking software works across both digital and traditional media. Fishbowl's client list includes more than 200 regional and national chains with more than 40,000 locations and an aggregate database of more than 100 million active, opt-in guests. Through a new partnership with OpenTable, Fishbowl now offers an integrated email and social suite to thousands of independent restaurants. www.fishbowl.com

Jim Tobin

President

Ignite Social Media

Jim Tobin is president of Ignite Social Media, a social media marketing agency working with some of the world's best consumer brands. He's also the author of the 2008 book, *"Social Media is a Cocktail Party: Why You Already Know the Rules of Social Media Marketing."*



About Ignite Social Media

Ignite Social Media creates, executes, and measures social media marketing programs for large brands around the globe. Started in July 2007, the more than 100 employees work with brands such as Samsung, Chrysler Group, Carlson Hotels (e.g., Radisson), and Microsoft, among others. The company was built from the ground up to serve the unique needs of marketers in the social space, which has led to roughly 100% growth year after year. www.ignitesocialmedia.com

Ronald Caporale

CEO

Lifescrypt.com

Ronald Caporale is chief executive officer of Lifescrypt, the leading online destination for women's health. Ron has been responsible for the company's strategic direction and growth since 2004. Under his leadership, the company launched three new product lines, restructured its management team, and launched advertising-supported Lifescrypt.com. Lifescrypt is now a top 10 ranked website that reaches more than 11.5 million unique visitors monthly and enjoys solid year-over-year growth in both revenue and profitability. Ron has more than sixteen years of senior-level experience at various online companies. Prior to joining Lifescrypt, Ron was executive vice president of business development at eDiets, where he directed all revenue-producing activities, including ad sales, e-commerce, and distribution partnerships, during a period of exponential growth. As vice president of sales operations and business affairs at iVillage (and later its general manager), he managed an 80-member team and was responsible for all aspects of iVillage's major advertising partnerships, including inventory management, pricing and planning, negotiation and closure of all major sponsorships, program execution, and client services. Ron also served as a long-term marketing and business development consultant at TheStreet.com and The Globe. Before his involvement in the Internet, Ron founded two small companies: The CVK Group, a litigation support firm in Washington, D.C., and Marlin Entertainment, through which he executive-produced television programs for PBS. Ron started his career at Goldman, Sachs.



About Lifescrypt.com

One of the fastest-growing online healthy-living publishers, Lifescrypt.com attracts 11.5 million unique visitors monthly and is the leading website focusing exclusively on women's health. More than seven million readers also subscribe to Lifescrypt's six daily email newsletters. The company has offices in Mission Viejo and Beverly Hills, California, and in New York City. www.lifescrypt.com

Erik Matlick

CEO

Madison Logic

Erik guides corporate strategy and vision at Madison Logic, bringing more than fifteen years in founding, board, and executive management experience. As an online performance marketing pioneer, Erik's strategic



insight from the media operations, ad serving technology, and sales/marketing arena are the driving force behind what makes Madison Logic unique. Prior to founding Madison Logic, Erik was the president and founder of IndustryBrains, which he sold to Marchex in July 2005. Erik created hundreds of strategic partnerships with media companies, including McGraw-Hill, Time Inc., Ziff-Davis Media, IDG Media, Forbes, and CNet. Prior to IndustryBrains, he also founded MediaBrains, a reader service and buyers guide provider to premium publishers and served as an ad sales manager for Ziff-Davis Publishing, where he was responsible for ad sales at *PC Computing* and *Windows Sources Magazines*. Erik is also on the board of advisors of Tynt, one of the top 10 data collectors on the web, Smart Device Media, a vertical mobile ad network, Metamorphic Ventures, and Syracuse University Newhouse School. He has presented at many industry conferences and is frequently quoted in major media publications, including *Newsweek*, *Cnet*, and *MediaPost*.

About Madison Logic

Madison Logic is a distinguished provider of data-powered lead solutions for the world's largest advertisers. The Madison Logic suite of lead solutions enables sales and marketing teams to maximize reach, efficiency, and effectiveness for campaigns across ten industry verticals. Partnering with more than 450 premium B2B publishers, Madison Logic has the largest reach and richest behavioral analytics in the industry. www.madisonlogic.com

Alex Ford

CEO

The Praetorian Group

Alex Ford is CEO of The Praetorian Group, the leading digital media company in the public safety and security market. Alex has successfully built the company from the ground-up, after co-founding Praetorian in 1999 and



becoming its CEO in 2001. He has led the company through two economic downturns to a clear market leadership position, driving seven years of continuous profitability and 15% annual growth. Under his direction, Praetorian has launched more than 25 websites, including PoliceOne.com, FireRescue1.com, and EMS1.com – all either the #1 or #2 online media properties in their markets. Prior to Praetorian, Alex served as a business strategy consultant and assisted multiple Fortune 100 companies in evaluating online opportunities, including GM, IBM, and Harley-Davidson.

About The Praetorian Group

As the global leader in online media for first responders and security professionals, the Praetorian Group helps governments, companies, organizations, and citizens keep their communities safe and secure. Our proprietary technology platform and network of flagship websites delivers expert content, mobile solutions, and online tools that facilitate information sharing, enhance effectiveness, mitigate risk, and streamline training. Our properties are visited by more than three million public safety professionals every month and count more than one million first responders as members. Praetorian owns and operates www.PoliceOne.com, www.FireRescue1.com, www.EMS1.com, www.CorrectionsOne.com, and www.Military1.com, as well as more than fifteen topical public safety websites providing resources ranging from online video to grant assistance. We are deeply committed to providing resources and cutting-edge information that help first responders and military personnel stay safer, become better informed, and more effectively protect our communities.

www.praetoriangroup.com

Dave Pomeroy

CFO

Rhythm NewMedia

Dave brings more than twenty years of finance and accounting experience to Rhythm as CFO. He was previously a senior director of finance at Apple, where he served as controller for the



World Wide Apple Online Store. Prior to that, he was vice president of finance for the mobile and broadband groups at Yahoo!. He has also worked at WebTV Networks and Microsoft Corporation in a variety of finance leadership positions.

About Rhythm NewMedia

Rhythm provides a publisher technology platform and a direct advertising sales team to monetize leading media on mobile and tablets. Rhythm connects brand advertisers with highly engaged mobile audiences by selling and serving video, rich media, and premium display advertising. Rhythm has partnered with more than 50 premium media companies, including NBC Universal, CBS, ABC, Fox, Warner Bros., IAC, and Demand Media, typically on an exclusive basis, across an unparalleled portfolio of 200+ properties. In 2012 alone, more than 200 top brand advertisers, including P&G, Disney, Samsung, McDonald's, General Motors, Ford, AT&T, Verizon, Macy's, Marriott, and Wrigley ran campaigns with Rhythm and achieved unprecedented engagement results.

www.rhythmnewmedia.com

Jake Weatherly

CEO SheerID

Jake Weatherly co-founded SheerID, an innovative technology company that makes it possible for retailers to create truly exclusive discounts and special offers for qualified members of special interest groups. SheerID's technology forms a bridge between the point-of-sale and any database, allowing commercial enterprises to verify that customers qualify for special offers like student discounts or military discounts. For more than fifteen years, Jake has focused his career on entrepreneurship and small business growth. Prior to his work at SheerID, he traveled the world to teach business and marketing planning to small businesses, consultants, large enterprises, universities, and government organizations. He co-authored the province of Alberta, Canada's Tourism Marketing education program and developed Pearson Education's Business Feasibility Analysis software and Integrated Marketing Communications program. While serving in an executive-level position for a leading software manufacturer, he worked with companies, including Intel, Avaya, and SAP, to achieve explosive growth in their reseller and partner sales channels.



About SheerID

SheerID is the creator of the technology used to transform existing, protected private data into a service that benefits commercial enterprises and the public, while still keeping the information safe and secure. By acting as a bridge between secure databases, SheerID allows commercial enterprises to accurately and instantly verify whether or not their customer qualifies for special offers like student, active duty military, veteran, or teacher discounts – protecting the discount and eliminating fraud. SheerID's verification solution can be integrated into any e-Commerce website, internal customer sales system, mobile application, or POS. www.sheerid.com

Jeff Lunsford

CEO Tealium

Jeffrey Lunsford has served as Tealium's CEO since January 2013. Prior to joining Tealium, Jeff was chairman and CEO of Limelight Networks from 2006 through 2012, where he led the company through its initial public offering and grew revenue from \$60 million to \$180 million. Prior to Limelight, Jeff served as chairman and CEO of WebSideStory, a provider of real-time analytics and data visualization solutions. He led WebSideStory through its IPO in 2006 and served as a board member through its successful merger with Omniture in 2007. Prior to that, Jeff was CEO of TogetherSoft, a venture-funded software company that sold to Borland Software in 2003. From 1996 to 2002, he served as the SVP of corporate development at S1, a provider of Internet banking and online payment solutions, where he participated in the company's IPO process, \$350 million of capital raises, and led the M&A team through nine acquisitions. In addition to Tealium, Jeff currently serves on the board of directors of Engine Yard, nCino, and Falk Technologies.



About Tealium

Tealium is the leader in enterprise tag management, serving some of the most demanding customers in the world. Tealium's web-based service makes it easy for digital marketers to deploy and manage their third-party vendor tags, and then correlate the data those tags generate into an actionable source. Using Tealium, organizations can streamline their digital marketing operations, increase the effectiveness of customer acquisition campaigns, and power their big data initiatives. The company differentiates itself through ease of use, scale and performance, and fanatical customer support. Select clients include Petco, Lenovo, A+E Networks, Mattel, Fox Networks Group, Urban Outfitters, Nokia, NHL, Sony Online Entertainment, and many more. www.tealium.com

Bill Demas

President & CEO

Turn

Bill joined Turn in 2008 with a proven track record of successfully launching disruptive technologies that create new, hypergrowth markets. At Turn, Bill and his team have built the most innovative global platform for digital advertising execution and audience targeting. Under his leadership, Turn has increased its revenue more than twenty-fold, grown its client base to more than 200 advertising agencies and brands, and expanded to more than ten offices around the world. For these accomplishments, Turn was recognized in 2012 by Deloitte as the fastest growing software company in Silicon Valley, and Bill was named an Ernst & Young Entrepreneur Of The Year 2012 finalist for Northern California. Before joining Turn, Bill was president and CEO of MokaFive, a next generation desktop virtualization start-up. Prior to MokaFive, Bill served as a senior vice president at Overture, contributing to revenues of \$1 billion and, ultimately, the company's acquisition by Yahoo! in late 2003. Following the acquisition, Bill served as a senior vice president and general manager of the Yahoo Publisher Network Group, where he built new lines of business and doubled revenue over a three-year period. Prior to Overture, he held senior roles at Vividence Corporation (acquired by Keynote) and Microsoft.



About Turn

Turn delivers real-time insights that transform the way leading advertising agencies and marketers make decisions. Our cloud applications and Internet-scale architecture work together to provide a complete picture of customers, execute cross-channel campaigns, and connect with a worldwide ecosystem of more than 100 partners. Turn is headquartered in Silicon Valley and provides its platform, products, and services worldwide. Company revenue has more than doubled every year of Turn's existence. www.turn.com

PetskyPrunier

INVESTMENT BANKERS

Expertise
Commitment
Results

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Palo Alto
Las Vegas
Chicago
Tampa

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About Petsky Prunier

Petsky Prunier is one of the leading investment banks in the technology, media, marketing, eCommerce, and healthcare industries. Our firm's mergers and acquisitions and private placements advisory services reflect a unique blend of product specialization and industry expertise. Together with strategic consulting firm Winterberry Group, a Petsky Prunier company, our organization represents one of the largest industry-specific advisors providing strategic and transactional services. In addition, we offer international reach through our partnership with Altium. Established for more than 20 years and privately owned, Altium is an international investment bank operating from nine offices across Europe. Securities transactions are processed through Petsky Prunier Securities LLC.