

PetskyPrunier
INVESTMENT BANKERS

SPOTLIGHT

dinner

April 12, 2011
The InterContinental Hotel
San Francisco

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INVESTMENT BANKERS

SPOTLIGHT dinner

AGENDA

April 12, 2011
The InterContinental Hotel
San Francisco

6:30-7:30

Reception

7:30

Dinner

7:45

Speaker Introduction

Ted Shergalis

CSO, [x+1]

Eric Wheeler

CEO, 33Across

Arnie Gullov-Singh

CEO, Ad.ly

Tyler Goldman

CEO, BUZZMEDIA

Tom Beecher

President & CEO, Cartera Commerce

Angel Vina

CEO, Denodo Technologies

Buddy Johnson

CEO, DentalPlans.com

Kevin Johnson

CEO, Ebates.com

Mark Zagorski

CEO, eXelate

Mitchell Reichgut

CEO, Jun Group Productions

Mitchell Weisman

CEO, LifeStreet Media

Wes Nichols

CEO, MarketShare

Craig Donato

CEO, Oodle

Rajeev Goel

CEO, PubMatic

Marc Braunstein

CEO, ShopAtHome.com

Dan Beltramo

CEO, Vizu

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.

Ted Shergalis

CSO

[x+1]

Ted Shergalis, chief strategy officer at [x+1], is an online marketing expert, visionary, and strategic thinker. His foresight in applying analytics techniques to Internet marketing led to early breakthroughs in predictive marketing. As a founder of [x+1] in 1999,



he was one of the first marketers to develop products using the “software as a service” model and applying advanced statistical analysis for online user data. Today, [x+1]’s products are used by many leading brands, including Delta Airlines, JP Morgan Chase, Capital One, GEICO, Allstate Insurance, and others. Before founding [x+1], Ted worked from 1997 to 2000 in both the debt and equity capital markets at Morgan Stanley. Working with senior management at emerging technology and online companies, he gained a unique and early perspective on the emerging trend of media quantification. At [x+1], Ted has worked with industry leaders including Dr. Andreas Weigend, Amazon’s chief scientist, to advance predictive marketing and online media knowledge. In addition, Ted partnered with SAS to bring an analytics and marketing suite to online marketing. His understanding of the seismic shifts in the media market helped underpin the founding of [x+1].

About [x+1]

[x+1], the online targeting platform leader, maximizes the return on marketing investment (ROI) of websites and digital media using its patented targeting technology. Providing the first end-to-end Digital Marketing Hub for advertisers and agencies, it optimizes engagement rates and lift conversion in both media and on websites. Its predictive marketing solutions enable automated, real-time decision making and personalization so the right advertisement and content is delivered to the right person at the right time. Top companies in financial services, telecommunications, online services, and travel have significantly increased the performance of their digital marketing using the services of [x+1]. The company is headquartered in New York City. www.xplusone.com.

Eric Wheeler

CEO

33Across

Eric Wheeler is the CEO and co-founder of 33Across and has led several successful internet businesses. 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 five-fold from 2003-2007 working



with leading brands including IBM, American Express, TD Ameritrade, Cisco, and Yahoo!. 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. Eric’s 20-year career includes leadership positions at CNET, Young & Rubicam, and Anderson Lembke in San Francisco.

About 33Across

33Across, the leading social graph targeting platform, has developed breakthrough technology called SocialDNA™ that uses social graph data to improve online marketing dramatically. The company is led by a team of executives with backgrounds in advertising, social network analysis, and machine learning with offices in New York, San Francisco, Sunnyvale, Los Angeles, Chicago, Boston, Detroit, and Atlanta. The company is dedicated to realizing the potential of social connections in making products, advertising, and services more valuable to consumers. www.33across.com.

Arnie Gullov-Singh

CEO

Ad.ly

Arnie Gullov-Singh is CEO of Ad.ly, which runs celebrity endorsements in social media, including Facebook, Twitter, and more. Previously, Arnie was EVP of Product, Technology and Operations at News Corp’s Fox Audience Network (FAN), which he co-founded and helped grow into one of the five largest display advertising networks in the US. Prior to that, he held a similar role at Yahoo!. Arnie is a proven industry expert and dynamic speaker, who has presented to audiences at AdTech, AlwaysOn, OnHollywood, OMMA AdNets, MediaPost’s Social Media Summit, Digital Hollywood, American Association of Advertising Agencies, SXSW, and more. He was voted into the iMedia 25 in 2009 for innovation in Internet Marketing.

About Ad.ly

We help brands connect with consumers via today’s most influential celebrities, athletes, and artists on Facebook, Twitter, and more. More than 1,000 of the top celebrities in social media work with us to endorse brands, products, and services to their fans. Toyota, Best Buy, Microsoft, American Airlines, NBC, and Sony are among the 150 major brand advertisers that have worked with us on more than 22,000 campaigns. We are pioneering the celebrity endorsement market in digital media, tapping the \$50 billion spend on endorsements worldwide as well as the \$35 billion spent in digital advertising. Based in Beverly Hills, we have raised more than \$6 million in venture capital from GRP Partners, Greycroft Partners, and prominent angel investors. www.ad.ly.com.



Tyler Goldman
CEO
BUZZMEDIA



As CEO of BUZZMEDIA, Tyler Goldman has built BUZZMEDIA into the fastest growing independent digital entertainment publisher. Leading the company, Tyler has helped originate the field of social programming and expand BUZZMEDIA's audience from three million to 75 million monthly users worldwide. Tyler is based in BUZZMEDIA's Hollywood headquarters and oversees a team of 110 employees across offices in Hollywood, New York, San Francisco, Chicago, Portland, and Atlanta. Prior to BUZZMEDIA, Tyler worked extensively in digital publishing, helping found and build Broadband Sports, an early web publishing pioneer, and Movielink, a joint venture among Sony Pictures, Warner Bros., Universal Pictures, and Paramount Pictures, which was sold to Blockbuster. Prior to entering into the Internet industry, Tyler was a venture capital attorney at Wilson, Sonsini and a sports attorney at Steinberg & Moorad, where he represented Steve Young and Troy Aikman.

About BUZZMEDIA

BUZZMEDIA is the web's fastest growing entertainment publisher reaching more than 50 million monthly pop culture, music, and celebrity enthusiasts worldwide. Its influential and authentic social media properties afford brand advertisers unique access to impassioned and engaged audiences through a blend of professional editorial, expert opinion, user contributions, and customized marketing solutions. BUZZMEDIA's more than 40 category-leading brands include Buzznet, Celebuzz, Absolute Punk, GoFugYourself, JustJared, Stereogum, TheSuperficial, WWTDD, SocialiteLife, Idolator, and the official sites for celebrities like Britney Spears, Kim Kardashian, Nicole Richie, and others.
www.buzz-media.com

Tom Beecher
President & CEO
Cartera Commerce



Tom Beecher has spent more than 20 years building businesses that require both consumer marketing expertise and business services skills. Prior to joining Cartera Commerce, Tom was CEO of Imagitas, a marketing services company whose clients included Bank of America, JPMorgan Chase, and Home Depot. Prior

to becoming CEO, Tom served as CFO and led the \$265 Million sale of the company to Pitney-Bowes. Early in his career, Tom was a consultant at Bain & Co., president and co-founder of a start-up, and a financial services product manager at Fleet Financial Group (subsequently acquired by Bank of America).

About Cartera Commerce

Cartera Commerce is the leading provider of multi-channel merchant networks and performance advertising solutions that increase revenue and drive incremental sales for retailers, banks, card issuers and loyalty programs. With a robust transaction marketing platform and a world-class network of national, regional, local, and online merchant partners, Cartera Commerce powers personalized online and in-store shopping programs across multiple digital marketing channels, including web, mobile, online banking statements, email, social media, and browser apps. Cartera's performance advertising network now integrates more than 3,000 merchant partners and reaches more than 150 million consumers. Industry leaders, including four of the five largest card issuers and three of the four largest airlines in the U.S., rely on Cartera to build loyal, profitable customer relationships. Cartera was rebranded from Mall Networks in August 2010 and merged with Vesdia in January 2011. The company is headquartered in Lexington, Massachusetts. www.cartera.com

Ángel Viña
CEO
Denodo Technologies

Ángel Viña is CEO and chairman of Denodo Technologies. Ángel has guided Denodo's progress from pre-corporate status as a university research group through commercialization, VC funding, and current global expansion. Ángel received a Ph.D. in telecommunications engineering from the Technical University of Madrid. He has been a postdoctoral research visitor at UCLA and Stanford, professor at the Technical University of Madrid, and full professor at the Autonomous University of Madrid and the University of A Coruna. Ángel has collaborated on leading-edge research projects in software for information integration and has published many peer-reviewed articles resulting from his efforts. He has been involved with R&D programs as an evaluator and consultant in areas including enterprise software and telematics and with several professional associations, among them the Internet Society and the Association of Telecommunication Engineers.

About Denodo Technologies

Denodo Technologies is a leader in Data Virtualization and the only company that offers unified data access and data integration across structured and unstructured information. Global pharmaceutical, financial services, telecommunications, energy, healthcare, and government organizations have chosen Denodo to deliver cost effective, timely, and scalable access to disparate data across complex enterprise systems, productivity applications, and Web sources. While minimizing costly data replication, Denodo has proven to increase data quality and agility for business intelligence and reporting, data warehouse extension, unified desktops, call centers, customer portals, data services for SOA, data federation, mashups and, SaaS/cloud integration. www.denodo.com



Buddy Johnson

CEO DentalPlans.com



Buddy Johnson began at DentalPlans.com as CFO in 2006. In the following years, he implemented a financial management system that consolidated its accounting operations, as the Web-based business grew to represent more than 30 of the leading discount dental plans nationwide. In 2009, Buddy was named CEO and president and has been instrumental in leading DentalPlans.com to new territory. Prior to DentalPlans.com, Buddy successfully grew two de novo banking operations and spent 25 years of service with First Union, now Wells Fargo Bank, as area president. A devoted Harley rider and history buff in his free time, Buddy actively works with a variety of community organizations in Florida, including Vistage, an international executive coaching and leadership organization, and the local South Florida Prison Fellowship Ministry.

About DentalPlans.com

DentalPlans.com, founded by Josh Babyak and George Michaelides, started as a Web site domain name and idea to connect consumers to dental care savings during the dotcom crash in 1999. Fast forward more than 10 years later, the company has matured to a well-established S corporation and expects sales to exceed \$30 million in 2011. A one-stop online shop and leading marketer of discount dental plans, DentalPlans.com connects individuals, families, and groups to significant savings on dental care. Visitors of DentalPlans.com can access a nationwide search engine to compare plans by zip code, view sample savings, and find a nearby dentist. The company offers people a choice of affordable alternatives to dental insurance through more than 30 of the leading discount dental plans in the country. Featured in *Forbes*, *New York Times* and *U.S. News & World Report*, DentalPlans.com saves consumers money on countless procedures, from an upcoming root canal to braces for your child. www.dentalplans.com.

Kevin Johnson

CEO EBates.com



Kevin Johnson is an Internet veteran with more than fifteen years of e-commerce experience and a passion for responsible digital marketing. Prior to joining Ebates, Kevin served as president and general manager of Acxiom Digital (formerly Digital Impact, Inc.), one of the world's largest and most experienced email marketing service providers, a search engine

marketing pioneer, leader in dynamic website personalization, and a top twenty-five interactive agency. Before joining Acxiom Digital/Digital Impact, Kevin was the senior vice president of client services at Netcentives and general manager of the company's email marketing services division, formerly Post Communications. Prior to his tenure at Netcentives, Kevin co-founded and served as CEO of Passporta.com, an e-commerce business providing hard-to-find local specialties straight from the world's best sources. Before launching his own "dot-com," Kevin worked six years with the Boston Consulting Group, where he provided strategic and operating expertise to leading multinational companies during assignments in North America, China, Japan, Thailand, and Europe.

About EBates.com

With 10 million members who will generate \$1 billion in retail sales this year, Ebates.com may be the largest e-commerce company most investors have never heard of. To leading retailers like Nordstrom, Walmart, eBay, and Travelocity, however, Ebates is a trusted marketing partner delivering high value shoppers and sales on a cost-effective basis. To consumers, Ebates is the pioneer and leader of cash-back shopping that has paid \$100 million to its members just for starting their online shopping trips at Ebates.com. In addition to earning cash back on purchases at 1,200 stores, Ebates users are able to save with more than 5,000 coupons and great local deals from Groupon, Restaurant.com, Entertainment.com, and a growing list of local deal partners. Ebates.com launched in 1999 with support from Foundation Capital, Canaan Partners, and August Capital. The company is based in San Francisco. www.ebates.com.

Mark Zagorski

CEO eXelate

As chief executive officer, Mark Zagorski brings more than fourteen years of digital marketing experience to his leadership role. Mark is responsible for spearheading corporate growth and fueling the strategic vision of eXelate's industry-standard data engine. In May 2008, Mark led eXelate's U.S. launch and has been instrumental in growing the company's data footprint to more than 200 million unique viewers, building the leading publisher-focused data delivery platform, and closing \$16 million in Series B funding. Previously, Mark was chief marketing officer and corporate EVP of MediaSpan, where he led all marketing and business development activity and built the 1400+ affiliate local ad network. Prior to MediaSpan, he was a founder and president of WorldNow, the largest network and services provider for local TV station websites.

About eXelate

eXelate is the engine that powers 20 billion real-time, privacy-compliant data transactions for nearly 200 publishers and marketers every month. We make the process of accessing online audiences simple, safe, and scalable by arming data buyers and data owners with proprietary technology that automates data connections and centralizes audience management. Through our DataLinX data management platform, we enable transparent, secure, private data connections for publishers, data owners, and marketers. The eXelate Marketplace delivers demographic, behavioral, and purchase intent data on millions of unique viewers each month to more than 50 directly integrated buyers that seek to create a more relevant, and privacy friendly, advertising experience. www.exelate.com.



Mitchell Reichgut

CEO

Jun Group Productions

Mitchell Reichgut is founder and CEO of Jun Group, a premier social video company that delivers millions of monthly video views for Unilever, Coca-Cola, HBO, Nike, Procter & Gamble, Frito-Lay, ConAgra, Kraft, Disney, MSN, VH1, and many others. Prior to founding



Jun Group, Mitchell headed up the interactive division of Bates Worldwide Advertising. As general manager/creative director, he helped grow Bates Interactive into a 70-person integrated unit, with clients such as EDS, Moët & Chandon, and Warner-Lambert. Mitchell began his career as an art director at Grey Advertising, where he created print and television advertisements for clients such as Procter & Gamble, Parker Brothers, and Stride Rite. Mitchell wrote and directed *The Scene*, a 20-episode online drama that was viewed more than 8 million times in 90 countries. He has published two national comic book series, and he recently wrote and produced an online drama entitled *Stream*, starring Whoopi Goldberg.

About Jun Group Productions

Jun Group is a premier social video company. The company delivers millions of monthly opt-in video views across social networks, mobile devices, P2P, and YouTube. Jun Group's analytics dashboard, *Voyeur*, provides real-time insights into shares, Facebook "likes," tweets, ratings, comments, and geographic data down to the state and town. Founded in 2005, Jun Group's clients include Fortune 500 brands, major entertainment companies, and media agencies. www.jungroup.com.

Mitchell Weisman

CEO

LifeStreet Media

Mitchell Weisman is the founder and CEO of LifeStreet Media, the largest ad network on the Facebook platform. Prior to LifeStreet, as senior vice president for more than five



years at Claria responsible for all ad buying, audience growth, product management, product marketing, finance, accounting, HR, and consumer software products, Mitchell helped build that company from a pre-revenue startup into a highly profitable, top 10 Internet property producing more than \$26 million of EBIT. Previously, Mitchell spent seven years in technology venture capital and private equity investing, including several years working with Farley Industries' private equity team in Chicago and becoming founding partner of Farley's west coast investment arm in Silicon Valley. Prior to joining the Farley organization, Mitchell was the sixth investment professional at Starwood Capital Group and worked on that company's first \$250 million of hotel acquisitions.

About LifeStreet

LifeStreet Media is the largest advertising network on the Facebook platform. Specializing in very high volume customer acquisition for companies including IAC and Zynga, LifeStreet has acquired more than 100 million customers for its advertisers to date. LifeStreet has invested more than 140 man-years of research and development into its iterative high velocity testing platform, *LifeStreet Jet*, which currently makes more than 50 million trafficking auction decisions each day and has tested more than 52,000 unique test cells involving more than 10 thousand proprietary ads and trafficking rule-sets. The company, recently named one of America's 500 fastest growing private companies by *Inc. Magazine*, is now extending its reach with the launch of its mobile ad network. www.lifestreetmedia.com.

Wes Nichols

CEO

MarketShare

Wes Nichols is a respected change agent in marketing and an industry authority on accountability, marketing optimization, and measurement, with more than two decades working with Fortune 500 companies. Wes is co-founder and CEO of MarketShare, the leading analytics company that helps companies grow more efficiently by identifying what is really driving demand. These analytics are having significant impact on optimizing resource allocation and marketing investments. The models and software are now used by nearly half of the Fortune 50 companies. Prior to starting MarketShare, Wes was with Omnicom Group (NYSE: OMC) as president and CEO of TBWA\TEQUILA. Prior, he was the founder and managing partner of Direct Partners, building the agency from scratch to one of the largest and most respected digital marketing agencies, with offices in three countries and more than \$400 million in billings, selling to Omnicom Group in 1999.

About MarketShare

MarketShare™ is an analytics company that enables businesses to grow efficiently by revealing what really drives demand. Our analytics platform uncovers which actions truly drive success, reveals how much companies should spend on them, and shows what results they'll deliver. So marketing, sales, and distribution investments are informed, accurate, and impactful, delivering transformed levels of efficiency, growth, and profit. MarketShare has assembled the industry's thought-leaders to change the way companies deploy their resources, including former P&G CMO Jim Stengel, Facebook product executive Gokul Rajaram, Overture CEO Ted Meisel, Best Buy and eBay CMO Mike Linton, and others. www.marketshare.com.



Craig Donato
CEO
Oodle

Craig Donato is the CEO and founder of Oodle, a company using social media to reinvent online classifieds. Prior to founding Oodle, Craig was the CEO of Grand Central, a cloud service for B2B integration. Prior to Grand Central, Craig was the SVP and GM of Search and Community for Excite.



About Oodle

Oodle is reinventing online classifieds through its social Marketplace on Oodle (www.oodle.co.uk) and Facebook (apps.facebook.com/marketplace). On Marketplace, consumers can easily buy, sell, and trade with friends, friends-of-friends, and other people in their local community. And because listings and email conversations are tied to a person's Facebook profile, they always see who is on the other side of the conversation. Local businesses can also participate in Marketplace through Oodle's Pro product. By linking to a business' Facebook page and connecting with its community of fans, Pro both promotes listings and fuels word-of-mouth referrals. Marketplace has more than 12 million monthly unique users and is available on iPhone and Android phones. www.oodle.com.

Rajeev Goel
CEO
PubMatic

Rajeev Goel is the co-founder & CEO of PubMatic. Rajeev has more than 10 years of experience in building and scaling software product companies. At PubMatic, Rajeev has been responsible for creating the "Sell-Side Platform" category and growing the business from inception to more than 150 employees, a global reach of more than 450 million unique users per



month, and a client base that includes the majority of the ComScore Top 10 publishers and every major ad network, demand side platform, and exchange. Rajeev has also led three rounds of venture investment in PubMatic totaling \$18 million. Previously, Rajeev was senior director of product marketing at SAP, where he was responsible for global go-to-market strategy for key new products. He was also co-founder and VP of Technology at Chipshot.com, a leading online retailer of custom built golf equipment, where he led product management and development for the \$30 million e-retailer. Rajeev was also a principal at Diamond Management & Technology Consultants, an IT strategy consulting firm for Fortune 2000 clients. There, he led consulting teams on IT strategy engagements.

About PubMatic

PubMatic's Sell Side Platform provides premium publishers one platform with the technology and services needed to earn the most ad revenue possible while protecting their brands online. Some of the world's most respected publishers have chosen to work with PubMatic, including The Huffington Post, eBay, United Online, MSNBC, TV Guide, and the majority of the comScore Top 10. PubMatic is privately held, backed by funding from Draper Fisher Jurvetson, Nexus Venture Partners, and Helion Ventures, and has seven offices around the world in the US, Europe, and Asia. www.pubmatic.com.

Marc Braunstein
CEO
ShopAtHome.com

Marc Braunstein is CEO and cofounder of Belcaro Group, Inc., a 25 year-old direct response company that has evolved from being the largest paper-based "catalog of



catalogs" (ShopAtHome Catalogs Directory) to being the largest integrated, cash back rebate/coupons sites on the web (ShopAtHome.com). ShopAtHome.com features coupons for thousands of online stores, printable grocery coupons, printable restaurant coupons, and free samples available to consumers. In his spare time, Marc enjoys the great Colorado outdoors, gardening, and producing his own music.

About ShopAtHome.com

Founded by husband-and-wife team Marc and Claudia Braunstein, ShopAtHome.com is the largest provider of online coupons and cash back rewards on the web. The site offers online and printable grocery, restaurant and retail coupons, cash back on online purchases, free samples, and contests. ShopAtHome.com started as a "Catalog of Catalogs" in 1986 with the goal to save consumers money and time, and, through feedback from users, has become the coupon powerhouse it is today, offering more than 100,000 online and local coupons at more than 50,000 merchants, including brand-name retailers. www.ShopAtHome.com.

Dan Beltramo
CEO
Vizu

Dan Beltramo brings a unique blend of advertising, technology, and data business experience to bear as CEO of Vizu Corporation. Prior to founding Vizu, Dan was vice president of marketing at Instill Corporation, a supply chain and market data business



serving the food and restaurant industries, where clients included Coca Cola, P&G, Nestle, General Mills, Subway, etc. Dan joined Instill from the Clorox Company, where he had spent several years managing various consumer product brands representing more than \$500 million in sales, including Armor All, Fresh Step, Hidden Valley, and KC Masterpiece. Dan started his career as a management consultant for the LEK Partnership, where he worked with start-ups and global enterprises.

About Vizu

Vizu Corporation provides the first real-time, enterprise technology platform that allows advertisers and their digital media partners to collaborate around optimizing Brand Lift metrics, moving their target audience through the purchase funnel from building awareness to creating intent and preference. The Vizu Brand Advertising Effectiveness platform supports the real-time measurement and optimization of all key processes in the advertising lifecycle, from audience profiling to campaign measurement, and includes solutions that can be used stand-alone or in conjunction to drive brand advertising effectiveness. By bringing the same metrics used to measure advertising effectiveness in the offline world to online advertising, and making them available in real-time, Vizu is providing the catalyst needed to make digital the medium of choice for brand-building. www.vizu.com.

PetskyPrunier

INVESTMENT BANKERS

**Expertise
Commitment
Results**

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About Petsky Prunier

Petsky Prunier (www.petskyprunier.com) is one of the leading investment banks serving the marketing, information, and digital media/commerce industries, including businesses focused on digital advertising, digital media, eCommerce, marketing technology, software, information, marketing services, and agencies and consultancies. 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 (www.winterberrygroup.com), a Petsky Prunier company, the organization represents one of the largest industry-specific advisors providing strategic and transactional services.