



WHO'S BUYING WHOM MONTHLY®

APRIL 2011

Table of Contents

WHO'S BUYING WHOM MONTHLY® 1

The Whitestone Top Deals of April 20112

Transactions by Major Company.....2

Deals by Medium/Subject Area2

 Content-Related Internet..... 2

 Internet Advertising/Marketing 3

 Publishing/Information Industry-Related Technology 4

 Business, Legal, Healthcare..... 4

 Education, Reference, Technical Book/Journal Publishing..... 4

 Trade Magazines/Trade Shows..... 5

 Training..... 5

 Consumer Magazines..... 5

Press Releases6

Note: In this report, dollar numbers refer to acquisition price unless specified otherwise. Deals listed may not be completed. Company name in parenthesis is parent company.

Whitestone Communications, Inc.

51 E 42nd Street, 11th Floor, New York, NY 10017
(212) 672-0077

Email: brosen@whitestonecommunications.com

President.....	Baran Rosen	Managing Director	Ron Hoxter
Managing Director.....	Ed Fitzelle	Senior Advisor.....	Walter D. Serwatka
Managing Director.....	Susan Isserman	Senior Advisor.....	Richard Casabonne

The Whitestone Top Deals of April 2011

Buyer	Seller	Comments
SuccessFactors	Plateau Systems Ltd	\$290MM; Web-based training software on workforce productivity and employees performance
Pearson	Schoolnet	\$230MM; Provider of educational software for K-12 for student achievement, teacher quality and operational efficiency
KIT Digital	ioko365	\$91.4MM; Developers and managers of digital media platforms and entertainment
ValueClick	Greystripe	\$70MM; Publishers and application developers for mobile advertising network

Transactions by Major Company

Buyer	Seller	Comments
General Physics Corporation		
<i>Training</i>		
GP Strategies Corporation	Ultra Training Ltd	GP Strategies Corporation
Information Handling Services		
<i>Business, Legal and Other Publishing</i>		
IHS Inc.	Dyadem International, Ltd	Software developers on risk management consulting services
IHS Inc.	ODS-Petrodata	Market intelligence, data, market research and consulting services
Pearson		
<i>Education, Reference, Technical Books/Journal Publishing</i>		
Pearson	Schoolnet	\$230MM; Provider of educational software for K-12 for student achievement, teacher quality and operational efficiency
Wolters Kluwer		
<i>Business, Legal and Other Publishing</i>		
Blue Gavel Press	Wolters Kluwer	Employment-related law and compliance product lines from Aspen Publishers and safety and health compliance products from CCH

Deals by Medium/Subject Area

Content-Related Internet		
Buyer	Seller	Comments
CrowdGather, Inc.	Pocketables	Online publication provider on news,

		commentary, and reviews on smartphones and portable electronics
Google	TalkBin	Mobile application connecting consumers with business in real time
Google	ITA Software Inc.	Software provider on airfare shopping online
KIT Digital	ioko365	\$91.4MM; Developers and managers of digital media platforms and entertainment
MyLife.com	CitizenLocal.com	Online networking site focus on promoting business, customer and referrals
SAY Media	Dogster, Inc	Creators of online site on social networking forums on dogs
SurveyMonkey	Wufoo	Online application that creates online forms
Wal-Mart Stores, Inc.	Kosmix	Social networking site on topic by content
Yahoo Inc.	IntoNow	Mobile application for video viewing
YouTube	Delicious	Online bookmarking tool, tracking of Web pages
Investments		
LivingSocial	Unknown	\$400MM Investment; Internet based discount site

Internet Advertising/Marketing		
Buyer	Seller	Comments
Blinkx	Burst Media	\$30MM; Online advertising representation, services and technology to independent Web Publishers
Deutsche Post AG	AdCloud GmbH	Online advertising company based in Germany and Switzerland
Epsilon	Aspen Marketing Services	Automotive and telecommunications marketing service agency
Halogen Media Group	YouCast	Mobile internet service sharing media files using handset's internet connection
Merkle	Lenser	Consulting firm aiding catalogers, internet retailers, and retailers
ValueClick	Greystripe	\$70MM; Publishers and applications developers for mobile advertising network
Investment		
Crisp Media	Meritage Funds, Intel Capital and EDB Investments Pte Ltd	\$6MM investment that will be used to help expand media ad management platform in Singapore
Technology Crossover Ventures, Battery Ventures, Scale Venture Partners and Greenspring Associates	ExactTarget	\$30MM investment; Developers of email application program

Publishing/Information Industry-Related Technology		
Buyer	Seller	Comments
BMC Software	Coradiant, Inc.	Provider on network and web monitoring on web traffic data
eBay	Where Inc.	Developers of mobile apps for retail sales deals
Google	PushLife	\$25MM; Mobile music service that allows users to synch digital content from their iTunes or Windows Media to smartphones
SmartBear Software	AlertSite Inc.	Provides web and mobile performance monitoring

Business, Legal, Healthcare		
Buyer	Seller	Comments
Blue Gavel Press	Wolters Kluwer	Employment-related law and compliance product lines from Aspen Publishers and safety and health compliance products from CCH
IHS Inc.	ODS-Petrodata	Market intelligence, data, market research and consulting services
IHS Inc.	Dyadem International, Ltd	Software developers on risk management consulting services
Susquehanna Growth Equity, LLC	MediMedia Information Technologies, LLC	Provides managed care formulary information to pharmaceutical, health insurance, and electronic prescribing companies
Symphony Technology Group	ImpactRx	Provides consultative and analytical solutions to the healthcare industry on marketing and sales decisions

Education, Reference, Technical Book/Journal Publishing		
Buyer	Seller	Comments
Carson-Dellosa Publishing	Key Education Publishing Company	Provides educational products for young and special needs students
Edline	TH(i)NQ Ed	Provider on online solutions for development and implementation on network education teaching
Meritas (For-Profit Firm)	Claremont Prep	Nonsectarian school focus on students achievement in academic, social and emotional potential
Pearson	Schoolnet	\$230MM; Provider of educational software for K-12 for student achievement, teacher quality and operational efficiency
Investments		
Kno	Intel Capital and Advance	\$30MM investment; To be used to help design new tablet for college market
Random House Inc.	Flat World Knowledge	Publishes free and open college textbooks for students online

Trade Magazines/Trade Shows		
Buyer	Seller	Comments
Advantage Business Media	Continuity Insights	Provides information on technology, finance, communications and other functions during business events or natural disasters
EMedia Asia	EDN-China	\$4MM; Prints and published electronic products online
HMP Communications	Consultant and Consultant for Pediatricians	Covers clinical problems that arise in daily office practice

Training		
Buyer	Seller	Comments
GP Strategies Corporation	Ultra Training Ltd	Training program for adult education and skills
SuccessFactors	Plateau Systems Ltd	\$290MM; Web-based training software on workforce productivity and employees performance

Consumer Magazines		
Buyer	Seller	Comments
Tiger Oak Media	Your Wedding Day	Magazine on modern fashion in the wedding industry

Press Releases

Carson-Dellosa Acquires Key Education Publishing Company

GREENSBORO, N.C., April 4, 2011 /PRNewswire/ -- Carson-Dellosa Publishing, LLC, a leader in supplemental educational resources for Pre-K-grade 8, announced that it has acquired Key Education Publishing Company, a provider of resources and developmentally appropriate curriculum for young and special needs learners. The addition of Key Education to the Carson-Dellosa brand family enhances the product offerings for Pre-K through grade 4. This acquisition supports Carson-Dellosa's differential learning initiatives and strengthens its ability to deliver more educational content that addresses the individual learning styles and abilities of children.

"We are thrilled to add Key Education to our brand portfolio, which includes our early childhood division, HighReach Learning," commented Judy L. Harris, CEO of Carson-Dellosa Publishing. "This expanded line of early education and special needs products enables Carson-Dellosa to continue to provide teachers and parents with the high-quality resources they need to effectively differentiate instruction to teach every child and build a strong foundation for learning."

President Obama and Secretary of Education, Arne Duncan have recognized the critical role that the very earliest years play in determining a child's future success and have made early childhood education a key priority in his administration. They have recognized the massive return on an investment in early childhood education that comes in the form of reduced dropout rates and improved reading.

Sherrill Flora, founder of Key Education Publishing Company, added, "At Key Education, we strive to captivate, motivate, and educate young learners with every resource we create. Key Education and Carson-Dellosa have enjoyed a long-standing relationship, and this is an excellent opportunity to formalize our shared commitment to unlock the potential in every child." Under the terms of the agreement, Sherrill Flora will act as an education consultant to Carson-Dellosa.

"Having Sherrill and the Key Education team working with Carson-Dellosa's product development department will allow us to further enhance our product offering and expand our ability to do what we do best: help teachers and parents help children achieve their full academic potential," said Linda Koons, interim VP of Product Development at Carson-Dellosa.

Key Education brings a robust product line of teacher resources and educational materials with an emphasis on early childhood education, literacy, language development, creative writing, handwriting, motor skills, math, ELL, and special needs. Their team will work closely with Carson-Dellosa in a collaborative manner to develop effective teaching and

learning strategies for early childhood and special needs students. It will supplement the strong commitment that Carson-Dellosa has to early childhood education.

About Carson-Dellosa Publishing, LLC

Carson-Dellosa is a leading creator and publisher of innovative and award-winning educational media. We have been making learning fun for more than 30 years. We provide teachers and parents from around the world with innovative solutions for their 21st century students. Our books, decoratives, games and manipulatives brighten the classroom, inspire the students and are the leading choice of teachers and parents. The company's respected brands include: American Education Publishing, Spectrum, Summer Bridge Activities, Frank Schaffer, Brighter Child, Key Education, Judy Instructo, Mark Twain, and High Reach Learning. Visit Carson-Dellosa Publishing, LLC at www.carsondellosa.com.

About Key Education Publishing Company

Key Education is an educational publisher of teacher and parent resources designed to build a strong foundation for learning and developmentally-appropriate curriculum for young and special learners. Our extensive line of products is comprised of teacher resource books, photographic learning cards, touch and trace cards, write on/wipe off sets, and lacing cards. Also included are storybooks with audio CD sets, listening lotto sets, as well as a wide variety of full-color board games all created to make learning a fun, exciting, and successful experience. Visit Key Education Publishing at www.keyeducationpublishing.com.

Global Sources and United Business Media joint venture eMedia Asia Limited acquires EDN-China and EDN-Asia

Transaction to extend eMedia Asia's reach in China's electronics community

HONG KONG, April 4, 2011 /PRNewswire-Asia/ -- Global Sources Ltd. (NASDAQ: GSOL) announced that eMedia Asia Limited (eMedia Asia), a joint venture between Global Sources (60.1%) and United Business Media (39.9%), has acquired Canon Communications Asia Pte. Ltd. and Beijing Reed Advertising Services Co., Ltd. - which together own EDN-China, EDN-Asia and certain associated titles - from Canon Communications LLC, a subsidiary of United Business Media Limited (LSE: UBM.L) for a cash consideration of US\$4 million.

EDN-China and EDNChina.com are amongst the leading publications and websites for China's electronics design community. The number of its registered online members has surpassed 400,000, along with the 40,000 subscribers to the print and digital edition magazine.

Global Sources' chairman and CEO, Merle A. Hinrichs, said: "While China-made electronic products are available worldwide, China-designed electronics have also gained vast popularity overseas, especially in emerging markets. With the acquisition of EDN-China, eMedia Asia further expands the reach of its multi-channel media network that serves to advance the design capability and competitiveness of electronics manufacturers throughout China."

eMedia Asia's existing portfolio includes the leading electronic design print and online networks, EE Times-China, Electronic Design-China and Electronics Supply & Manufacturing-China, which extends complete technical and industry information to engineers and leaders of China electronics manufacturers in print, online and via component cataloging. These, together with EDN-China, offer the greatest reach in China's electronics industry to over 1.2 million technology decision makers, and will now offer a total of over 150,000 subscribers of print magazines as well.

About Global Sources

Global Sources is a leading business-to-business media company and a primary facilitator of trade with Greater China. The core business uses English-language media to facilitate trade from Greater China to the world. The other business segment utilizes Chinese-language media to enable companies to sell to, and within Greater China.

The company provides sourcing information to volume buyers and integrated marketing services to suppliers. It helps a community of over 1 million active buyers source more profitably from complex overseas supply markets. With the goal of providing the most

effective ways possible to advertise, market and sell, Global Sources enables suppliers to sell to hard-to-reach buyers in over 240 countries.

The company offers the most extensive range of media and export marketing services in the industries it serves. It delivers information on over 5.5 million products and more than 262,000 suppliers annually through 14 online marketplaces, 13 monthly print and 18 digital magazines, over 80 sourcing research reports and 73 specialized trade shows a year across nine cities.

Verified suppliers receive more than 127 million sales leads annually from buyers through Global Sources Online (<http://www.globalsources.com>) alone.

Global Sources has been facilitating global trade for 40 years. Global Sources' network covers more than 60 cities worldwide. In mainland China, Global Sources has about 2,700 team members in more than 40 locations, and a community of over 2.8 million registered online users and magazine readers for its Chinese-language media.

About eMedia Asia Limited

eMedia Asia Limited is a joint venture between Global Sources (60.1%) and United Business Media's EETimes Group (39.9%).

eMedia Asia provides 500,000-plus technology decision-makers throughout Asia and China with access to a multichannel media network. Through its technical events, publications and online network, eMedia Asia leads in providing the region's electronics community with the business and technical information they need to remain competitive.

About UBM

UBM focuses on two principal activities: worldwide information distribution, targeting and monitoring; and the development and monetisation of B2B communities and markets. UBM's businesses inform markets and serve professional commercial communities - from doctors to game developers, from journalists to jewellery traders, from farmers to pharmacists - with integrated events, online, print and business information products. UBM's 5,900 staff in more than 30 countries are organised into specialist teams that serve these communities, bringing buyers and sellers together, helping them to do business and their markets to work effectively and efficiently.

Claremont Prep Is Sold to For-Profit Firm

Mac Gamse, the chief executive of Meritas, which bought Claremont Preparatory. Meritas owns nine other schools worldwide.

Claremont Preparatory School, a six-year-old institution in Lower Manhattan that has had difficulty fulfilling its ambitions, is being sold to a private-equity-backed firm, in a sign of growing investor interest in private schools in New York City.

The sale to the firm, Meritas, which is owned by Sterling Partners, illustrates the growing force of profit-seeking companies in private education, a development loaded with potential and risks. Private equity firms are as well known for their top-notch management teams as for their cost-cutting mandates, which have been widely tested in the world of business but are relatively new to the field of elementary and secondary education.

Michael Koffler, an entrepreneur born in Flushing, Queens, opened Claremont at 41 Broad Street in 2005 with 54 students in kindergarten through fifth grade. It was meant to capitalize on the outsize growth of families downtown, and was one of several for-profit schools to open in recent years in New York.

Claremont had something few Manhattan schools have: expansive and modern facilities. Last fall, Mr. Koffler opened Claremont's upper school on Broadway, a \$35 million project, parts of which look more like the Museum of Modern Art than a high school.

But aggressive projections were stymied by the financial crisis and a lack of stability parents saw in the school. Its goal was to have 1,000 students by 2007, but today it has a total of just 522 using its 325,000 square feet of pristine facilities. Leadership has been inconsistent, with four heads in six years.

Last year, Mr. Koffler concerned some parents by firing the headmaster shortly after the parents had signed contracts committing to another year, leaving them little choice but to keep their children in the school. Attrition was 20 percent in 2010.

Mr. Koffler, who did not disclose the price paid for the school, said he was selling because he wanted Claremont to be part of an international family of schools. "I have mixed emotions, but the real issue is what's the right thing to do for the long-term future of the youngsters and their families," he said.

He declined to say whether he had made or lost money on Claremont. His company, Metschools, still owns several preschools and special education schools in the city.

Rumors had been swirling for months that the school would be sold. The deadline for committing to the next school year has passed, but parents can change their minds until June 1 and get back 75 percent of their \$7,500 deposits. Tuition for next year is \$34,650.

The faculty and parents were notified of the sale on Monday; some parents wondered what impact it would have on the school.

One parent said the timing was suspect. “The school has been calling and asking for the deposit,” said the parent, who spoke on the condition of anonymity, for fear of hurting her child’s chances at other schools.

“It’s a relief in a sense,” she added. “The school was already for-profit but this is a for-profit school with resources.”

Mac Gamse, the chief executive of Meritas, said it would not make any significant changes at the start. But, he said, Meritas would immediately get to work creating a more “cohesive curriculum” and improving the school’s guidance counseling.

The Meritas management team will hold group meetings with parents starting on Tuesday; it will also meet privately with parents who choose individual discussions.

Private equity firms manage money for large investors like endowments and pension funds, and seek profits by buying companies they believe are undervalued, putting in new management, cutting costs and trying to increase revenue before reselling them or offering them to the public in a stock sale.

Mr. Gamse said that Sterling’s investors would naturally want to see a return, and that while Meritas made money at each of the other nine schools it owns across the globe, it did not build value by cutting costs. “Parents want the reputation of their schools to grow,” he said. “As that happens, the value of the school grows.”

Mr. Gamse said growth at Claremont, like the other Meritas schools, would be “thoughtful.” At one of its schools, North Broward in Coconut Creek, Fla., Meritas consolidated two campuses, shrinking enrollment to 1,400, from 1,800. At the Village School in Houston, enrollment has grown 29 percent in four years. At the College du Lemans in Switzerland, it has grown about 8 percent since 2006.

Meritas has sold two schools, which Mr. Gamse said were too small to fit their model. “Something magic happens between 1,000 and 1,500 in terms of what you can deliver in terms of services and programs to kids,” he said.

Other private equity firms have jumped into the private school market, where demand for seats runs far ahead of supply, particularly in Manhattan. But the high cost of real estate has made it hard for anyone but deep-pocketed investors to open new schools.

According to one study, the number of school-age children in Manhattan, from Battery Park City to 72nd Street, whose families earned over \$500,000 a year soared to 15,700 in 2010 from 4,300 a decade earlier. But private schools have added only 400 seats in the same period, said Chris Whittle, the chief executive of Avenues: The World School, a \$75 million, private-equity-backed school that will open in September 2012 in Chelsea.

“The result is an alarming shortage of seats in good schools,” Mr. Whittle said at an information session for parents last week.

The World Class Learning Academy, another private-equity-backed school, is set to open in September with an elementary school on East Second Street, and plans to add a middle and high school later

Advantage Business Media Buys "Continuity Insights" Portfolio

Rockaway, N.J.—Advantage Business Media announced it has acquired the Continuity Insights brand from Gardner Publications. The Continuity Insights portfolio includes Continuity Insights magazine, the annual Continuity Insights Management Conference, the ContinuityInsights.com website and a collection of e-newsletters, webinars and virtual events. The brand will be a part of Advantage's manufacturing group.

The Continuity Insights brand is aimed at business continuity professionals who are responsible for ensuring the security of information technology, finance, communications and other functions during business events, such as mergers, or natural disasters, such as floods or earthquakes.

Continuity Insights founder and Executive Publisher Robert Nakao will join Advantage.

Merkle buys strategic consultancy Lenser

Columbia, Md.—Database marketing agency Merkle has acquired multichannel strategic consultancy Lenser Strategy Group for an undisclosed sum. Lenser will become a part of Merkle subsidiary CognitiveDATA, which focuses on database accuracy and hygiene. (Merkle acquired CognitiveDATA last year.)

Lenser, based in San Rafael, Calif., had partnered with CognitiveDATA since 2009, working on technology to support address data accuracy and advanced merge-purge. The acquisition will enable the full integration of Lenser's strategic consulting services in support of Merkle's multichannel companies, according to Merkle

LivingSocial raises \$400 million in new funding

Washington, D.C.—In one of the largest venture funding deals of the year, daily deals company LivingSocial has gained \$400 million in new underwriting to help it compete against market leader Groupon.

The new infusion adds to the \$175 million LivingSocial raised in December from Amazon.com. The company did not release the names of its new investors, but said in a statement that they consist of “a mix of world-class public and private investors, which includes new and existing investors.”

LivingSocial said it anticipates being in 400 markets by the end of this year, compared with Groupon's current presence in 500 markets.

Flat World Knowledge, an open source textbook publisher that offers its texts for free online, while selling ancillary products based on them, has secured an undisclosed amount of funding from Random House Inc. The amount of the investment was not disclosed and it is separate and additional to the \$15 million in funding Flatworld Knowledge received in January from Bertelsmann Digital Media Investments, a unit of Bertelsmann, RH’s parent company, and Bessemer Venture Partners.

Jeff Shelstad, Flat World Knowledge CEO and co-founder, said the Random House investment, “sends a strong message to our customers about the quality of our authors’ work, and the long-term viability of our business model. This is great news for our company and for the future of higher education publishing.” Flatworld Knowledge textbooks have been adopted by more than 1600 professors at more than 900 colleges. In addition, FWK texts are used in 44 countries by more than 100,000 students internationally.

Random House chairman and CEO Markus Dohle, called Flat World Knowledge a “transformative company in higher-education publishing” and said, “We share a strong drive to make high-quality academically-oriented content widely available and affordable for students and educators, and we welcome the opportunity to invest in Flat World’s growth.” RH will have no operational role in Flat World.

Flat World Knowledge offers a new model for textbook publishing that makes educational content easier to customize for professors and more affordable to students. The company uses veteran academic authors to produce its textbooks under a creative commons license that allows professors to add notes and customized content to the text and then publishes the texts online for free. FWK generates revenue through the sale of digital and print products—from podcasts and PDFs to interactive study guides, low-cost print editions and e-books for a variety of mobile devices—based on its free textbooks. The company has also pioneered the use of site licenses at Virginia State University as well as the Ohio university system, which gives students complete access to FWK’s digital content for a very low student fee.

Blue Gavel Press acquires properties from Wolters Kluwer

Blue Island, Ill.—Business publisher Blue Gavel Press announced it has acquired employment-related law and compliance product lines from Aspen Publishers and safety and health compliance products from CCH Inc. Both Aspen and CCH are divisions of Wolters Kluwer.

Financial terms of the deals were not disclosed.

Mancomm, a Davenport, Iowa-based publisher, will help Blue Gavel distribute many of the products it acquired. “Blue Gavel Press will preside over marketing, product development and the logistics of everyday business, while Mancomm will help to sell Blue Gavel Press products through their extensive distribution network, along with their own successful safety and compliance products,” Theresa Jones, CEO of Blue Gavel Press, said in a statement.

HMP acquires two healthcare publications from UBM

Malvern, Pa.—Healthcare media company HMP Communications announced it has acquired Consultant and Consultant for Pediatricians from United Business Media. HMP Communications said it plans to introduce a new website, consultant360.com, next month. Financial terms of the deal were not disclosed.

Blinkx Buys Burst Media To Chase Higher Video Ad Rates

Video index and ads firm Blinkx is buying up UK ad tech vendor and network Burst Media for \$30 million (£18.5 million).

The rationale? A host of buzz phrases: “Blinkx will create contextually relevant video channels for Burst’s network of publishers, thereby aggregating an online video audience for advertisers across long tail internet sites, which will rival the scale of television networks,” according to the announcement.

Translation: Blinkx has bought Burst to serve Blinkx’s own roster of videos, which come with advertising, through Burst’s own network of publisher sites. **Blinkx reckons it can now get higher CPMs** for its ad sales because of the larger scale.

Blinkx says Burst’s 2010 video CPMs were \$1.49 while its own were \$20. Burst’s network claims 130 million monthly uniques. Blinkx has now ingested over 35 million hours of video from third party owners, against which it serves ads. **The connected TV space will be its biggest opportunity.**

Blinkx says Burst will have revenue of \$33 to \$34 million. So this acquisition is only about 1x the target’s revenue. Blinkx says there are “targeted changes taken to focus Burst’s business”, but didn’t elaborate on these. Burst’s net losses swelled from \$800,000 to \$3.3 million in 2010.

Blinkx has \$52.8 million in the bank and will pay \$4.5 million cash for Burst, the rest in new Blinkx shares.

Google Buys PushLife For \$25 Million: A Piece In Its Mobile Music Strategy?

We still don't have the official, bigger picture of what Google ([NSDQ: GOOG](#)) intends to do in its music strategy, and whether it will have what it takes to make an effective inroad into the legitimate digital music market dominated by Apple ([NSDQ: AAPL](#)), but now we have what appears to be another piece in the puzzle: the Internet giant has bought Canada-based mobile music streaming service [PushLife](#), a mobile startup founded in 2008 by ex-RIM ([NSDQ: RIMM](#)) executive Ray Reddy.

In [official announcement](#) on the homepage of PushLife, financial terms of the deal are not disclosed. But a report in the blog [StartupNorth](#), which broke the news before the official announcement, said its sources put the value at around \$25 million (not clear whether that figure is U.S. or Canadian dollars).

PushLife's service currently allows users buy and synchronise music on their phones with music libraries on their PCs, using iTunes or Windows Media Player as the primary storage centers. PushLife also enables users to manage playlists from their phone; and share what they're listening to through social networks like Twitter and Facebook. PushLife's service currently works on Nokia ([NYSE: NOK](#)) (S40 & S60), BlackBerry, LG (SEO: 066570), Samsung, and other Android devices. But not those based on iOS from Apple.

How will PushLife fit into Google's wider plans? The news comes as speculation grows what Google plans to do with its own music service, dubbed "Google Music", which was reportedly scheduled for a late-2010 launch but is still a work-in-progress.

Something could be coming soon: in late March, [reports](#) emerged that Google has already been testing out a music service among its employees.

But a simple music download service may not be Google's focus: One of the key areas for digital (and specifically mobile) music, given the storage limitations of handsets and the growing use of multiple devices to consume music, is the idea of consuming music on a mobile that is actually stored somewhere else, be it in a cloud or your PC at home.

Earlier in the month, someone on the [XDA Developers](#) forum noted that installing Android Honeycomb onto a mobile device (yes, just as Google doesn't want you to do) he was able to "turn on" a synching function in the Android music player that had until then not worked. (That loophole apparently closed down after a while.)

It may well be that PushLife will be able to provide Google Music with the synching technology, and the other bells and whistle that come with it. In any case, this seems to be more of an acquisition of technology rather than customers: PushLife says that as a result of the acquisition, it will be "eventually discontinuing" its service as it integrates into Google's engineering team in Canada.

Not that much is known about how many customers PushLife had for its own business before the Google buy: In addition to selling its service directly to consumers, its two publicly revealed customers were Virgin Media ([NSDQ: VMED](#)) in Canada and the UK although there may have been others.

We have reached out to [Virgin Media](#) in the UK, which started to work with PushLife in December, for an update and to ask what the news will mean in terms of its own service. We will add to this post if we learn more.

Google's Canadian headquarters are in Toronto, and the company has bought two other Canadian startups in recent years: Bumptop and SocialDeck.

KIT Digital Shopping Spree Continues, Buys ioko365 For \$91.4 Million

Online video services provider [KIT Digital](#) is paying \$91.4 million for 100 percent of the stock in cloud-based content manager [ioko365](#). This is KIT's fifth acquisition this year and given that's been on a fairly constant shopping spree for the last two years, it's probably not the last.

The purchase of ioko, which has offices in of San Diego, California and London, is meant to help Kit manage its large-scale IP Video rollouts in the U.S. and the U.K. from broadband providers such as AT&T ([NYSE: T](#)) U-verse, BSkyB ([NYSE: BSY](#)) SkyPlayer, BBC iPlayer, Univision's Digital Media Platform and Disney ([NYSE: DIS](#)) & Sony's FilmFlex. It also built versions of Channel 4's 4oD, ITV.com's ITV (LSE: ITV) Player and the original technology for Project Kangaroo, the VOD service whose launch was prohibited on competition grounds but later rescued by Arqiva with which to build SeeSaw.

At the start of the year, the Prague, Czech Republic-based company paid \$77.2 million to [buy](#) three companies, KickApps, Kewego and Kyte. And just last month, KIT spent \$34.4 million to [acquire](#) Polymedia from Italian owner TXT e-solution.

Along with analytics, online video has been one of the hot segments for M&A and funding activity, even during the worst moments of the recession. While there have been big deals, such as Google/YouTube's [purchase](#) of Next New Networks, there are still a lot of smaller companies in the space waiting for either more funding or out-right acquisitions as viewership and ad dollars continue to rise.

SmartBear Software Expands its Cloud and Mobile Offering through Acquisition of AlertSite

Adds to SmartBear's Fast Growing Community of 100,000 users in 90 Countries

BEVERLY, Mass. & COCONUT CREEK, Fla.--(BUSINESS WIRE)--SmartBear Software today announced the acquisition of AlertSite Inc., a global leader in web and mobile performance management solutions. This acquisition comes on the heels of a high growth year for SmartBear with 50 percent sales growth, strong profitability, and a user community that has surpassed 100,000 users.

SmartBear delivers quality and performance tools throughout the quality lifecycle, anywhere – on the desktop, mobile and the cloud. The addition of AlertSite significantly expands SmartBear's cloud and mobile offering and will allow customers to drive quality from development and testing of websites and applications, to assuring their continued performance after they are deployed.

Joe Krivickas, CEO of SmartBear Software said, “AlertSite’s cloud-based solutions for web and mobile performance monitoring are a great addition to our existing development and testing tools. We are realizing our vision to unite operational performance with quality assurance and development, ensuring quality across the entire lifecycle of an application or website. We are excited to welcome all AlertSite customers and employees to the SmartBear family and truly enable quality anywhere – on the desktop, mobile and the cloud.”

AlertSite

AlertSite is a global leader in Web and mobile performance management solutions that continuously improve the Web user experience. The Company's flagship product, DéjàClick, is the only Web performance monitor that measures a user's end-to-end website and mobile experience – enabling companies to speed up and optimize Web and mobile solutions. Over 2,300 small to enterprise-level companies rely on AlertSite's comprehensive suite of services to increase website and mobile ROI.

About SmartBear Software

SmartBear Software provides enterprise-class yet affordable tools that deliver quality and performance throughout the entire software quality lifecycle – enabling code quality; QA efficiency; and application performance anywhere – on the desktop, mobile and in the cloud. Our collaboration, code quality, test automation, performance monitoring and ALM tools help more than 100,000 professionals to build and run some of the best

software applications and websites in the world. Our users can be found around the world, in small businesses, Fortune 100 companies, and government agencies. For more information about SmartBear Software, our award-winning tools, or to join our active user community, visit www.smartbear.com, www.facebook.com/smartbear or follow us on Twitter @smartbear.

Epsilon to acquire digital marketing agency Aspen

Dallas—Multichannel marketing company Epsilon said it will acquire Aspen Marketing Services, a West Chicago, Ill.-based digital and direct marketing agency. Terms of the deal were not disclosed.

According to Epsilon, the acquisition will add Aspen expertise in the automotive and telecommunications industries, and expand its footprint in financial services.

The acquisition helps Epsilon expand its capabilities beyond its original email service-provider expertise. Over the past several years, the company has added database, analytics, distribution and social media-marketing capabilities.

ValueClick Acquires Greystripe

Acquisition Provides Immediate Scale in the \$1.1 Billion U.S. Mobile Advertising Market Company Announces Preliminary First Quarter Financial Results

WESTLAKE VILLAGE, Calif.--(BUSINESS WIRE)--ValueClick, Inc. (Nasdaq:VCLK) today announced the acquisition of Greystripe, Inc., a leading brand-focused mobile advertising network. The acquisition will provide ValueClick immediate scale in the U.S. mobile advertising market, a \$1.1 billion market that is expected to nearly double by 2013.

Greystripe's proprietary advertising platform serves billions of rich media impressions to over 30 million users of touch-driven devices through more than 3,500 application titles and mobile websites across all major mobile platforms. Greystripe has built strong relationships with Fortune 500 advertisers across key brand advertising verticals, including retail, consumer products (CPG), entertainment, technology, and automotive. Greystripe is headquartered in San Francisco and has offices in New York, Chicago, Los Angeles, Detroit, and Seattle.

"Greystripe accelerates ValueClick's move 'up the marketing funnel' with brand advertisers and gives ValueClick Media immediate scale and expertise in the large and fast-growing mobile ad market," said Jim Zarley, chief executive officer of ValueClick. "We see great traffic and revenue synergies between ValueClick and Greystripe, and we're looking forward to working closely with the Greystripe team to take full advantage of the opportunities that this combination offers."

"All of us at Greystripe are proud of our accomplishments, and joining ValueClick positions us to accelerate our rapid growth in mobile brand advertising," said Michael Chang, chief executive officer of Greystripe. "We are thrilled to continue to serve our major brand clients as a mobile rich media leader while leveraging ValueClick's breadth and depth in online marketing."

Under the terms of the transaction, ValueClick has acquired Greystripe for approximately \$70 million in cash. Greystripe's management team and employee base have been retained by ValueClick, and the business will be run as a wholly-owned subsidiary within ValueClick Media. For the remainder of 2011, Greystripe is expected to contribute to ValueClick's consolidated results approximately \$24-\$26 million in revenue and \$2-\$3 million in adjusted-EBITDA. ValueClick anticipates that Greystripe will be accretive on an adjusted-EBITDA multiple-basis in 2012. Montgomery & Co. acted as financial advisor to Greystripe. Steamboat Ventures, Monitor Ventures, Peacock Equity, and Incubic Venture Capital were investors in Greystripe.

ValueClick Announces Preliminary First Quarter Financial Results

ValueClick today also announced preliminary results for the first quarter ended March 31, 2011; the Company generated first quarter revenue of \$116.5 million and adjusted-EBITDA of \$35.1 million, which exceeded the high-end of the guidance ranges management provided on February 15, 2011. Year-over-year revenue growth in the Company's Affiliate Marketing, Media, and Owned & Operated Websites segments was above the previously-issued guidance ranges, while year-over-year revenue growth in the Company's Technology segment was in-line with the previously issued guidance range. The results of operations of Greystripe are not included in the Company's first quarter results, but will be included in the Company's second quarter results beginning on the date of acquisition.

The Company has not yet fully completed certain quarter-end accounting procedures, including but not limited to the completion of its income tax provision. As such, figures released today are preliminary.

ValueClick will host a conference call and announce final first quarter financial results and second quarter guidance on Tuesday, May 3, as previously announced. The Company will also provide more detail on the Greystripe acquisition during the call.

ValueClick Announces Stock Repurchases

ValueClick today also announced that it repurchased approximately 2.2 million shares of its common stock in the first quarter of 2011 and an additional 0.4 million shares in April 2011, for an aggregate cost of \$37.7 million. As of today, ValueClick has \$62.3 million remaining authorization under its stock repurchase program.

About ValueClick

ValueClick, Inc. (Nasdaq: VCLK) is one of the world's largest integrated online marketing services companies, offering comprehensive and scalable solutions to deliver cost-effective customer acquisition for advertisers and transparent revenue streams for publishers. ValueClick's performance-based solutions allow its customers to reach their potential through multiple online marketing channels, including affiliate marketing, display advertising, ad serving and related technologies, and comparison shopping. ValueClick's brands include Commission Junction, ValueClick Media, Mediaplex, Smarter.com, CouponMountain.com, Investopedia.com, and PriceRunner. For more information, please visit www.valueclick.com.

About Greystripe

Greystripe is the largest brand-focused mobile advertising network in the US by reach. Greystripe delivers the highest engagement and most sophisticated targeting for brand marketers, the maximum revenue for publishers and app developers, and the best ad experience for users. Greystripe's proprietary advertising platform serves billions of rich

media impressions to over 30 million users of touch-driven devices through more than 3,500 application titles and mobile websites across all major mobile platforms.

Yahoo acquisition adds way to share TV show info

SUNNYVALE, Calif. – Yahoo Inc. has bought the maker of mobile software that makes it easier for people to let their friends know what TV shows they're watching.

The deal to buy IntoNow, announced Monday, is part of Yahoo's effort to provide more information-sharing services. The company, which is based in Sunnyvale, Calif., is trying to give people more reasons to stay on its website and services instead of increasingly popular online hangouts such as Facebook and Twitter.

Financial terms weren't disclosed.

IntoNow also lets viewers identify their favorite TV commercials, a feature that might open up ways for Yahoo to sell more ads in its online videos.

Although its website still ranks among the Internet's top destinations, Yahoo's growth in ad revenue hasn't kept pace with the rest of the Web.

The shortfall has hurt Yahoo's stock price, which has been in the doldrums since the company balked at a chance to sell itself to Microsoft Corp. for \$33 per share nearly three years ago. Yahoo shares gained 41 cents, or 2.4 percent, to \$17.26 in early afternoon Monday as investors reacted to the latest speculation that the company's struggles might trigger another takeover attempt.

IntoNow, which is based in Palo Alto, Calif., has seven employees. The 3-month-old startup is run by Adam Cahan, who formerly worked at Google Inc. and Viacom Inc.'s MTV.

Google Acquires TalkBin, A Feedback Platform For Businesses That's Only Five Months Old

It's been a good day for Y Combinator. Hot on the heels of news that YC portfolio company Wufoo landed a [\\$35 million](#) exit, YC alum [TalkBin](#) has just announced that it's been acquired by Google — less than five months after the company was founded.

TalkBin offers a platform that lets customers give immediate feedback to local businesses (users submit their opinions and critiques via mobile applications, and it looks like the businesses can read and respond to them from a web app). TalkBin's homepage shows screenshots of both Android and iOS applications, but I can't find them on either marketplace (I'm not sure if the apps were pulled or if they simply haven't been released yet).

The mostly-stealthy Mountain View-based company was founded in December 2010 by Qasar Younis, Michael Ma, and Sunny Dhillon. Given how new the service is it seems that Google is after the team, but it also apparently sees potential in the product too — Google will be shutting down TalkBin temporarily, but it plans to reopen the service to new businesses down the line.

Terms of the deal weren't disclosed. Google gave us this statement:

“We're thrilled to welcome the TalkBin team to Google. They've built a cool way for customers to engage with local businesses, and we think they'll be a great fit for our mobile and local teams.”

Here's the message on TalkBin's website:

We are excited to announce that we've been acquired by Google!

When we started building TalkBin in 2010, we set out to find a better way for consumers to connect with their local businesses in a more personal way. While we're proud of what we've accomplished, we believe Google's awesome mobile and local teams combined with their consumer reach will help us make our bigger goals a reality.

We appreciate all the support and positive feedback we received from all of our partners and we're elated to join Google and get started!

Pearson Agrees to Buy Schoolnet for \$230 Million to Add Diagnostic Tools

[Pearson Plc \(PSON\)](#), the owner of the [Financial Times](#) newspaper, said it agreed to buy education- technology company Schoolnet for \$230 million in cash.

Schoolnet, which uses data to boost learning at schools, is based in [New York](#) and serves more than 5 million students from pre-kindergarten age through to 12th grade in the U.S., Pearson said today. Through partnerships with districts and states, Schoolnet covers a third of the country's largest cities.

Pearson, which also owns the book publisher Penguin, received about 80 percent of its earnings from education in 2010 and has been expanding through so-called bolt-on acquisitions with proceeds from last year's sale of Interactive Data Corp. in the U.S. for \$3.4 billion. Pearson, based in London, has made nine acquisitions or offers for education companies in the past 12 months in countries including the U.K., India, [South Africa](#) and the U.S.

The Schoolnet acquisition will be "broadly neutral to earnings per share" for Pearson this year and add to adjusted earnings per share and return on invested capital in 2012, the company said.

Pearson shares rose as much as 1.6 percent to 1,149 pence in London trading and were up 1.3 percent as of 9:49 a.m.

Government Support

The U.S. administration supports data systems that improve preparedness for college and has allocated some \$17 billion to districts and states to support school improvement, Pearson said.

Pearson said in February that 2010 profit rose 21 percent as the company benefited from investments in emerging markets and digital operations. Digital revenue accounted for 29 percent of the company's sales, and emerging markets made up 10 percent.

ExactTarget raises \$30 million in new funding

Indianapolis—Email marketing company ExactTarget has raised an additional \$30 million in venture funding, which the company said it will use to “fund key acquisitions, enter new global markets [and] expand its operations.”

The company has raised approximately \$208 million to date. The new financing round was led by Technology Crossover Ventures, with participation from existing investors Battery Ventures, Scale Venture Partners and Greenspring Associates.

In its [latest acquisition](#) last summer, ExactTarget bought Australia-based email marketing company mPath Global and rebranded its operation ExactTarget Australia.

SurveyMonkey Buys Online Form Startup Wufoo

Online polling service SurveyMonkey has bought up [Wufoo](#), a startup that has developed a basic online form building tool that can be used to create contact forms, web surveys, and invites. The deal comes six months after SurveyMonkey [raised \\$100 million](#) in debt financing, which it said it would use in part to fund acquisitions.

Wufoo, which was founded in 2006, claims more than 500,000 users. A basic offering, which includes three forms and a limited number of fields is free, while the company charges users up to \$199.95 a month for additional features. SurveyMonkey, which has a similar freemium model, claims more than 8 million users.

SurveyMonkey says it will integrate Wufoo's backend technology and will now be able to let its customers set up online forms in addition to polls. The company has made several small deals over the last year in order to expand its offerings. It picked up phone survey firm Precision Polling in June and also bought a stake in enterprise survey provider Clicktools in January.

Halogen Media Acquires Social Marketer YouCast

For the past few years, there's been a tug of war between paid media (aka "traditional advertising") and earned media ("social media marketing"). [Halogen Media Group](#), an online marketing company focused on "prestige" brands, has acquired social media/ad tech firm [YouCast](#) as part of its strategy to bridge the divide in internet advertising, says Halogen founder and CEO Greg Shove.

For Shove, the tension between earned and paid media is false. Marketers are doing both. And they're doing it ways that blend the two.

"Brands want to build their own (content) networks and use paid media to activate users alongside them," Shove said in an interview with paidContent. In other words, brands are thinking like publishers. But they're still acting like marketers.

For one thing, Halogen believes this stance will help it better differentiate itself against established social media networks like Glam Media and Federated Media, as well as other relative newcomers such as Say Media. All three of those companies have been actively snapping up ad tech firms and content plays over the past year.

Halogen has a few ideas of how to attract more attention from "prestige marketers." Part of it is positioning. For instance, Shove eschews the term "luxury" as too narrow. The luxury category doesn't encompass brands that aim for a certain cultural cache, especially ones self-identify as "premium," but don't necessarily carry prices that are too far out of range of most consumers' bank accounts. And Shove isn't just interesting in connecting advertisers with consumers in a generic sense—he's promising to deliver "influencers."

Speaking of influencers, in February, Halogen [hired](#) former About.com and IAC ([NSDQ: IACI](#)) exec Peter Horan as its executive chairman. In addition to having an executive with a proven track record in running high profile media properties, Halogen also hopes that Horan's presence will influence blue chip marketers to take notice of the ad company.

The purchase of a social media specialist like YouCast, which comes with a client list that includes PepsiCo, GE, Turner Entertainment and the NBA, is also intended to inspire advertisers who are shifting more spending into alternative media sources and looking to build and maintain their own social networks.

YouCast co-founders John Eaton and Jonathan Cohen will remain in their current roles as President and chairman/chief development officer, respectively. No layoffs are expected. Quite the opposite, Shove said, noting, "We now have 10 open positions, will have 30 to 40 people in NY by the end of the year." Terms of the deal between the two New York-based companies weren't disclosed.

Yahoo Sells Delicious To YouTube Founders

Yahoo ([NSDQ: YHOO](#)) has sold its Delicious bookmarking site to YouTube ([NSDQ: GOOG](#)) co-founders Chad Hurley and Steve Chen in a move that likely signals a coming renaissance for the service, which Yahoo had decided no longer fit with its focus on media and communications properties. In a statement, Yahoo says that Hurley and Chen plan to “make the site even easier and more fun to save, share and discover the web’s ‘tastiest’ content.” Hurley, who stepped down as YouTube CEO in October, and Chen, who left YouTube in 2008, say they will run Delicious out of offices a few blocks from where they started YouTube in San Mateo and are “aggressively hiring.”

Yahoo, which purchased Delicious five years ago, gave the site [a major refresh](#) in spring 2009, but traffic has fallen off over the last year as people have turned to social networks like Twitter and Facebook to share sites they find. In December, [Yahoo said](#) that it was looking for a “home outside the company that would make more sense for the service and our users.”

Several parties had been said to be interested in Delicious, but there were no hints that Hurley and Chen were among them, and in fact [a report](#) in March said that Yahoo had sold Delicious to a rival bookmarking service for \$5 million. Yahoo is not disclosing how much Hurley and Chen are paying for it. Yahoo purchased the company for a reported \$15 million.

Here’s the full announcement:

San Francisco, CA., – April 27, 2011 – Delicious.com, the leading social bookmarking service, has been acquired by the founders of YouTube, Chad Hurley and Steve Chen. As creators of the largest online video platform, they have firsthand experience enabling millions of users to share their experiences with the world. Their vision for Delicious is to continue to provide the same great service users love and to make the site even easier and more fun to save, share, and discover the web’s “tastiest” content. Delicious will become part of AVOS, a new Internet company.

“We’re excited to work with this fantastic community and take Delicious to the next level,” said Chad Hurley, CEO of AVOS. “We see a tremendous opportunity to simplify the way users save and share content they discover anywhere on the web.”

“We spoke with numerous parties interested in acquiring the site, and chose Chad and Steve based on their passion and unique vision for Delicious,” said John Matheny, SVP of Communications and Communities at Yahoo!.

The YouTube founders plan to work closely with the community over the next few months to develop innovative features to help solve the problem of information overload. “We see this problem not just in the world of video, but also cutting across every information-intensive media type,” said Chen.

eBay Acquires Where, Ups Local, Mobile Commerce

To bolster PayPal's mobile commerce efforts, eBay on Wednesday said it agreed to buy location-based media company Where Inc. Best known for its location-based discovery mobile apps, Where also runs a hyper-local ad network, Where Ads, which claims to process some 2 billion ad impressions monthly.

Financial terms of the deal were not disclosed.

Richard Brewer-Hay, senior manager of social media at eBay, described Where as "at the forefront of the intersection of local and mobile commerce -- two of four trends eBay has clearly been focusing on for some time now -- the other two being social and digital."

In December, Boston-based Where won a patent for "geofencing" technology, which creates a user-defined virtual perimeter for a geographic area and allows users to send and receive notifications based on their exact location.

Per the deal, PayPal is now expected to begin integrating its payment service into Where's mobile apps.

"By delivering personalized, hyper-local advertising, offers and deals to shoppers on their mobile phones, we see a huge opportunity for retailers and brands to reach more buyers, and for consumers to get more choice and value when they shop," Brewer-Hay says.

Supported by positive research, marketers are showing increasing interest in hyper-local targeting.

Recent research from Yahoo indicated that hyper-local targeting of retail display campaigns generated more than five times return-on-ad-spend, measured by sales lift at the retailer.

Customers that live within two miles of a retailer's stores represented 10.6% of the audience that sees the ads, but generated 56% of the revenue, Yahoo found. Return-on-ad-spend was four times the spend for customers living within five miles of a store, and 21 times the spend for customers living within two miles of a store.

EBay adds that mobile commerce -- or "MCommerce" -- is booming. Its global mobile sales generated nearly \$2 billion in 2010 -- up from \$600 million in 2009, ebay noted at the beginning of 2011. The figures do not refer to revenue, however, but gross merchandise volume.

IHS Acquires Dyadem

IHS Inc. (NYSE:IHS), the leading global source of information and analysis, today announced it has acquired Dyadem International, Ltd., the market leader in Operational Risk Management and Quality Risk Management solutions. The company provides software and services that empower companies to discover and manage the risks to people and products in the design and manufacturing processes.

The acquisition of Dyadem provides IHS customers with software solutions to achieve regulatory compliance and business continuity,” said IHS Chairman and CEO Jerre Stead. “Dyadem is an excellent complement to our existing Environment, Health, Safety and Sustainability business and its products strengthen our presence in this area. Dyadem’s Operational Risk Management and Quality Risk Management solutions allow us to enhance and expand solutions, products and services that our customers need.”

Dyadem provides software and services that help companies discover and manage the risks to people and products in the design and manufacturing processes through risk identification, assessment, mitigation, control, and monitoring capabilities that provide a proactive framework for managing risks and minimizing their potential impacts on organizations. Dyadem helps some of the world's largest companies achieve regulatory compliance and business continuity, serving the oil and gas, chemical, mining, pharmaceutical, medical, automotive, electronics and aerospace and defense industries.

Dyadem is headquartered in Toronto and has offices in Houston, London and Munich.

Financial terms of the acquisition were not disclosed. Additional information about the transaction will be provided at the previously announced IHS Investor Day conference on Wednesday, May 4, 2011.

About IHS (www.ihs.com)

IHS (NYSE: IHS) is the leading source of information and insight in pivotal areas that shape today’s business landscape: energy, economics, geopolitical risk, sustainability and supply chain management. Businesses and governments around the globe rely on the comprehensive content, expert independent analysis and flexible delivery methods of IHS to make high-impact decisions and develop strategies with speed and confidence. IHS has been in business since 1959 and became a publicly traded company on the New York Stock Exchange in 2005. Headquartered in Englewood, Colorado, USA, IHS employs more than 4,400 people in more than 30 countries around the world.

About Dyadem (www.dyadem.com)

Dyadem is the market leader in Operational Risk Management and Quality Risk Management solutions. Dyadem provides software and services that empower companies to discover and manage the risks to people and products in the design and manufacturing processes. Dyadem helps some of the world's largest companies achieve regulatory compliance and business continuity, serving the oil & gas, chemical, mining, pharmaceutical, medical, automotive, electronics and aerospace and defense industries. For more information, visit www.dyadem.com.

IHS is a registered trademark of IHS Inc. All other company and product names may be trademarks of their respective owners. Copyright © 2011 IHS Inc. All rights reserved.

IHS Acquires ODS-Petrodata

ENGLEWOOD, Colo.--(BUSINESS WIRE)--IHS Inc. (NYSE: IHS), the leading global source of information and analysis, today announced it has acquired ODS-Petrodata, a premier provider of data, information and market intelligence to the offshore energy industry.

“The acquisition of ODS-Petrodata gives IHS customers in the energy industry critical information-driven solutions to manage the significant investments needed to explore, develop and produce offshore assets,” said IHS Chairman and Chief Executive Officer Jerre Stead. “It brings a highly synergistic product line to our existing energy business, strengthening our presence with operators, contractors, oil service companies, equipment financing companies and equipment manufacturers.”

Founded in 2002, ODS-Petrodata is a leading provider of energy information covering rigs, offshore field construction and marine support vessels that support critical commercial decision-making in the energy market. The company brings together more than 35 years of offshore data built on the legacies of its predecessor companies, and provides companies operating in the offshore oil and gas arena with an independent, authoritative source for market intelligence, data, market research and consulting services. From its original strength in offshore rig data and information, ODS-Petrodata has expanded into field development, marine and renewable energy data. In addition, the company offers a range of applied research and forecasting across these market segments on a consulting basis. ODS-Petrodata has offices in Oslo, Aberdeen, Singapore, Houston and Dubai.

“ODS-Petrodata is an excellent fit within the existing IHS energy business,” said ODS-Petrodata President and Chief Executive Officer Per Christian Grytnes. “Our products and services extend IHS offerings to the upstream energy sector through provision of high quality data and research across the range of critical, high value offshore markets such as drilling rigs, marine and seismic vessels and field development operations.”

Financial terms of the acquisition were not disclosed. Additional information about the transaction will be provided at the previously announced IHS Investor Day conference on Wednesday, May 4, 2011.

About IHS (www.ihs.com)

IHS (NYSE: IHS) is the leading source of information and insight in pivotal areas that shape today’s business landscape: energy, economics, geopolitical risk, sustainability and supply chain management. Businesses and governments around the globe rely on the

comprehensive content, expert independent analysis and flexible delivery methods of IHS to make high-impact decisions and develop strategies with speed and confidence. IHS has been in business since 1959 and became a publicly traded company on the New York Stock Exchange in 2005. Headquartered in Englewood, Colorado, USA, IHS employs more than 4,400 people in more than 30 countries around the world.

About ODS-Petrodata (www.ods-petrodata.com)

ODS-Petrodata (ODSP) is committed to delivering high-quality market intelligence, data, publications and analysis tools to the energy sector. It emphasizes quality, timely delivery and perceptive analysis to understand complex energy equipment markets. ODSP has been providing market intelligence to the upstream oil and gas industry since 1973. In addition to data, forecasting and news products, ODSP offers powerful web database tools for tracking and analysing the offshore rig, field development, marine, seismic and offshore wind markets. Through an industry initiative, it has also developed the Market Survey System to provide comprehensive market insight to support oil company decision making, strategic planning and business development.

IHS is a registered trademark of IHS Inc. All other company and product names may be trademarks of their respective owners. Copyright © 2011 IHS Inc. All rights reserved.

EDLINE ANNOUNCES ACQUISITION OF TH(i)NQ ED

TH(i)NQ Ed, formerly SchoolCenter and a premier provider of education technology, is now part of Edline—the largest provider of K-12 learning community management solutions today.

CHICAGO, Ill. - Today Edline (edline.com) announces the acquisition of TH(i)NQ Ed, formerly SchoolCenter, a leading provider of K-12 website and communication solutions. TH(i)NQ Ed serves over 5,000 schools throughout the U.S. With the addition of TH(i)NQ Ed, Edline's comprehensive Learning Community Management System (LCMS) offerings will now be used by over 20,000 schools and serve a K-12 community of more than 20 million students, parents and teachers.

“We are pleased to welcome TH(i)NQ Ed and their customers to the Edline family,” said Rick Noble, CEO of Edline. “Together, our combined resources and experience will allow us to deliver the most sophisticated website and communication solutions to our combined 20,000 schools and the entire K-12 market.” Backed by Providence Equity Partners, a leading global private equity firm with over \$23 billion in equity commitments and a specialty in equity investments in education, Edline and TH(i)NQ Ed together will provide expanded offerings to both Edline and TH(i)NQ Ed customers.

According to Curtis Baird, Founder and President of TH(i)NQ Ed, “Student achievement, teacher effectiveness and shrinking budgets are big concerns facing our country's educators today. Together we can help schools reduce operating costs as paper and phone-based communication moves online and at the same time see educational outcomes go up as transparency, collaboration and engagement in the learning process increases. Joining forces with Edline will enable us to provide the very best technology solutions to our school customers for years to come.”

About Edline

Edline is the leading provider of website and communications solutions specifically designed for K-12 education. As an industry leader for over a decade, Edline helps thousands of schools and millions of families succeed through the use of innovative technologies that support learning and enable meaningful online communication and collaboration between teachers, students and families throughout the learning community.

About TH(i)NQ Ed

TH(i)NQ Ed is a leading strategic online solutions company in the education market, providing schools and districts with a proven approach to developing and implementing best-in-class online environments that build stronger communities, create a positive image and enhance collaboration inside and outside the classroom.

Contact:

Holly Shellner

hshellner@edline.com

800.906.0911 x231

ITA Statement on DOJ Approval to be Acquired by Google

CAMBRIDGE, Mass.--(BUSINESS WIRE)--On July 1, 2010, ITA Software announced a merger agreement to be acquired by Google subject to customary closing conditions. Today we are extremely pleased with the DOJ's decision to clear Google's acquisition of ITA.

We will begin work immediately to close the acquisition, and are committed to making the integration process as seamless as possible for our employees and customers. We are excited about joining forces with Google, and look forward to getting our teams together after close to start working on innovative new ways to make travel search easier.

About ITA Software, Inc.

ITA Software (www.itasoftware.com) is a leading provider of innovative solutions for the travel industry. ITA's QPX, a comprehensive airfare shopping system, is used by leading airlines and travel distributors worldwide. ITA is now offering a completely new airline passenger reservation system to improve the customer experience. On July 1, 2010, ITA announced a merger agreement to be acquired by Google. ITA was founded by computer scientists from MIT and is located in Cambridge, Mass., USA.

eBay Agrees to Acquire Shares in Turkey's GittiGidiyor

SAN JOSE, Calif. & ISTANBUL--(BUSINESS WIRE)--eBay (NASDAQ:EBAY) today announced that it has agreed to acquire additional shares in GittiGidiyor, the leading online marketplace in Turkey. The deal follows eBay's acquisition of a minority stake in the company in 2007. Upon closing of the transaction, eBay will own approximately 93% of the outstanding shares of GittiGidiyor. Terms of the deal were not disclosed.

Launched on February 5, 2001, GittiGidiyor (www.GittiGidiyor.com) has more than 6.4 million registered users. The company's business model is complementary to eBay's with the addition of a mandatory escrow service for payments between buyer and seller. Today, all of GittiGidiyor's transactions come from fixed price listings with the largest categories being Fashion and Consumer Electronics, which are also among eBay's top shopping experiences.

Doug McCallum, senior vice president for eBay in Europe, said: "We knew that when we acquired a stake in GittiGidiyor that we were buying into an excellent business in an exciting ecommerce market. Since 2007, we have been impressed with GittiGidiyor, its people, its VC investor iLab and its successful approach to ecommerce. There is a lot that we can learn from GittiGidiyor, and much we can share."

Turkey is the world's 12th largest market for Internet usage, with a penetration rate of 45% according to Internet World Stats¹.

GittiGidiyor, which was founded by Serkan Borançılı, Burak Divanlıoğlu and Tolga Kabataş, is headquartered in Istanbul, Turkey and employs over 150 people. In addition to eBay, the company previously raised capital from iLab Ventures, founded and led by Mustafa E. Say.

"Becoming an eBay company is a source of great pride for GittiGidiyor," said Serkan Borançılı, chairman of GittiGidiyor's board of directors. "By being fully part of eBay, we can accelerate our development, benefit from world class best practices and consolidate our leadership position in one of Europe's fastest growing ecommerce markets."

Mustafa E. Say, Founder and Chairman of iLab, an early investor in GittiGidiyor, said: "GittiGidiyor's growth is testament to the Founding Partners who are among the leading new generation entrepreneurs that aspiring young start-ups in Turkey can look up to. At iLab, we are excited about our continuing partnership with eBay and the potential growth still ahead of GittiGidiyor."

eBay does not expect this investment to have a material impact on its financial guidance as issued both in conjunction with its fourth quarter earnings release on January 19, 2011 and updated on March 28, 2011. The transaction is subject to customary closing conditions, including regulatory approval, and is expected to close in the second quarter of 2011.

About eBay

Founded in 1995 in San Jose, Calif., eBay Inc. (NASDAQ:EBAY) connects hundreds of millions of buyers and sellers globally on a daily basis through eBay, the world's largest online marketplace, and PayPal, which enables individuals and businesses to securely, easily and quickly send and receive online payments. We also reach millions through specialized marketplaces such as StubHub, the world's largest ticket marketplace, and eBay Classifieds sites, which together have a presence in more than 1,000 cities around the world. For more information about the company and our global portfolio of online brands, visit www.ebayinc.com.

About GittiGidiyor

Founded in 2001, in Istanbul, GittiGidiyor.com is the leading online marketplace of Turkey with 6.4 million registered users, 500 thousand daily visitors and 2.5 million live listings. More than 10 million ecommerce transactions have successfully been completed so far via the mandatory escrow service innovated by its founders. Today, the company has over 150 employees. For more information about the company, visit www.GittiGidiyor.com.

About iLab:

iLab Ventures is Turkey's leading internet investment company with more than 10 fast-growing online businesses, including online recruitment, private shopping, consumer credit lead referral, travel guide, consumer insurance comparison and sales platform, 2 global B2B verticals for steel and polymers. The iLab network of online businesses have over 45 million total monthly visits and more than 20 million unique visitors. Prior to today's announced acquisition of eBay of further shares in GittiGidiyor, iLab and its affiliates owned an 18% stake in the company. Post-closing, iLab will retain a 7% stake in GittiGidiyor. For more information about the company, visit www.ilab.com.tr.

Tiger Oak Media Acquires Your Wedding Day Magazine

YWD to Re-Launch with a Fresh New Look

LOS ANGELES--(BUSINESS WIRE)--The publisher of Your Wedding Day (YWD) magazine has been acquired by Tiger Oak Media who will re-launch the title on August 25, 2011. Your Wedding Day magazine was previously owned and operated by Ojai-based publisher DMZ Corp. The creative team behind Your Wedding Day will continue to develop the title under direction from Tiger Oak Media.

The acquisition of Your Wedding Day with Tiger Oak Media is a natural fit: Tiger Oak Media publishes Arizona Bride, Oregon Bride, Seattle Bride, Wisconsin Bride and Minnesota Bride. The acquisition of Your Wedding Day by Tiger Oak Media provides Tiger Oak the ability to deliver bride related media to the entire west coast.

"We look forward to the continued growth of Your Wedding Day through this acquisition," said Craig Bednar, President, Tiger Oak Media. "Your Wedding Day is a title that has a strong record of serving the California bridal community and we look forward to continuing their tradition of being the voice and resource for current trends in the wedding industry."

Thea Hargrove, Publisher and Executive Editor, will remain at the helm of Your Wedding Day magazine. "I am excited to once again be creating the YWD brand and serving the community," Hargrove said. "Your Wedding Day has been my passion for nearly a decade and knowing that a powerhouse such as Tiger Oak Media can provide additional resources is exciting to say the least. I look forward to working with Tiger Oak Media for years to come."

"I have worked many years at managing the Your Wedding Day brand and have always believed in the product," said Elio Zarmati, Chairman of DMZ Corp. "We made the right decision that the best way to preserve the brand would be through acquisition. Tiger Oak Media can take the magazine to a whole new level."

About Tiger Oak

Tiger Oak Media is a regional and national publisher of intelligent, attractive and targeted Media and media that appeal to readers who seek out quality editorial content and design. Tiger Oak now publishes 25 titles and companion websites and has offices in Minnesota, Oregon, Arizona, Texas, California and Washington.

SAY Media Acquires Dogster, Inc.

Dogster.com and Catster.com join SAY Media's portfolio of owned and operated passion-based media sites

SAN FRANCISCO--(BUSINESS WIRE)--SAY Media today announced it has acquired Dogster Inc., creator of award-winning community sites Dogster and Catster, to build out its portfolio of owned and operated vertical media properties. This is an important step in the company's evolution to become the home of independent media as it continues to acquire and build media properties with a strong point of view, passionate editors, and active communities.

"Dogster, Inc. has done a tremendous job building a safe, trusted environment for community members to share their passion for their pets, made evident by their growing audience of more than two million unique visitors each month," said Matt Sanchez, CEO and co-founder of SAY Media. "The team's established expertise in community building and social media distribution, combined with the considerable resources of SAY, will lead to a more robust, engaging experience for members."

The power to shape opinion is shifting from established media to individuals and communities with expertise and enthusiasm. SAY is accelerating this shift by delivering publishing technology and media services to influential creators across key verticals. Dogster, Inc. represents passion-based media at its finest with its portfolio of sites and knowledgeable communities that spark conversation around topics that its members care about.

"When we built Dogster and Catster our aim was to create a safe, fun, informative community for pet lovers. By joining SAY we'll be able to focus entirely on making our community experience the absolute best it can be, while also providing new and interesting ways for brands to engage our members," said Ted Rheingold, CEO, Dogster, Inc.

Brands increasingly want to understand how to engage special interest communities like Dogster and Catster. The Dogster team shares SAY Media's goal to find new ways to facilitate authentic brand experiences within these communities. By joining SAY, Dogster, Inc. will not only be able to scale its business to reach a growing population of pet lovers, but also connect brands with these passionate individuals in authentic and relevant ways.

"SAY Media continues to push boundaries with new thinking around vertical media and brand advertising," said Ben Arno, vice president of engagement management at Organic, Inc. "Organic and SAY Media share a commitment to bringing innovation and immersive experiences to online advertising. We have had great success forging new ground for our clients."

As SAY Media grows its portfolio of owned and operated vertical media properties, the company continues to invest in its media platform that provides shared services like content management, presentation, data collection and optimization, yield management and SEO. The platform also supports SAY's network of sites, reaching over 400 million global uniques, to help grow traffic and increase revenue.

In addition to subsequent acquisition plans, SAY Media will also build new properties to expand its growing network to become the undisputed home of independent media.

MyLife.com, Inc. Acquires CitizenLocal.com for New Local Services & Deals Category

Businesses benefit from highly targeted access to over 50 million members in search of services and deals

LOS ANGELES--(BUSINESS WIRE)--MyLife.com, the web's leading people search service for both personal and business connections—and the only site which allows members to monitor who is searching for them—announced today the acquisition of CitizenLocal.com, a community-driven platform for local deals. Its unique service will allow businesses and merchants to promote their offering to 50 million registered members. The acquisition provides unique features to help MyLife power its Local Services & Deals search, enabling members both to find deals of interest or promote their business and special offers. CitizenLocal will also provide MyLife users with the ability to vote on special offers of interest to help identify the most popular deals based on demand.

The move continues MyLife's growth into highly specific categories of people search, leveraging the company's proprietary technology platform which includes records and information for more than 205 million individuals in the United States. Powered by rich data drawn from MyLife's 50 million member profiles, the Local Services & Deals category provides targeted results that consider the saved location information and interests of users. The Local Services & Deals platform supports local economic ecosystems by connecting those in search of services with the appropriate local service providers. Furthermore, the CitizenLocal platform is also unique in that it allows businesses and merchants to self-service and add their offerings.

Specifically, thanks to MyLife's integration of its unique "Who is Searching for You" service within its Local Services & Deals category, lawyers, accountants, plumbers, contractors and other local service businesses will gain a new, critical ability to generate new clients by seeing connections to members looking for their services or special deals. As a result, MyLife's Local Services & Deals category will help:

- Business promote their offerings to quality leads;
- Consumers gain valuable information from reviews of local merchants and services;
- Consumers identify and respond to highly-targeted discounts and other offers;

"MyLife.com's unique proposition is to enable people to find and keep valuable connections they need in their lives, all in one place," said Jeff Tinsley CEO of MyLife. "With the addition of Local Services & Deals, we aim to connect members searching for

plumbers, real estate agents, contractors, lawyers, etc. with the appropriate provider in that field and in their locality, plus see their available deals.”

About MyLife.com, Inc.

Launched in January 2002 by CEO Jeff Tinsley, MyLife.com, Inc. provides the search industry’s most powerful people search capabilities with services that deliver ongoing value to over 50 million registered members, over 700,000 active subscribers, and more than 30 million monthly unique visitors. MyLife has the largest database with over 205 million U.S. profiles and more than 1.2 billion records worldwide, allowing people to connect with others for both personal and business reasons, going well beyond just finding friends. MyLife.com is based in Los Angeles. For more, visit www.MyLife.com

CrowdGather, Inc. Expands Mobile Phone and Gadget Offerings Through Purchase of Pocketables.net

- *Pocketables, GoodAndEVO, and StreakSmart join AnythingbutIpod, and ZuneBoards*
- *Pocketables Founder Joins CrowdGather as Director of Content Management*

WOODLAND HILLS, Calif.--(BUSINESS WIRE)--One of the leading networks of forum communities on the Internet, CrowdGather (OTCBB:CRWG), today announced that it has acquired Pocketables.net. Pocketables.net has been providing news, reviews, and commentary about ultramobile computers, mobile internet devices, and other handheld gadgets since 2006. Over the years, it has won numerous awards and grown into a network comprising GoodAndEVO.net and StreakSmart.com, websites dedicated to the HTC EVO and Dell Streak brands. The sites are read by visitors from all around the world.

“We are delighted to add Pocketables.net and Jenn Lee to the CrowdGather family,” said Sanjay Sabnani, CrowdGather’s Chairman and CEO. “Mobile devices are a fast growing segment of the market and this transaction significantly expands our presence in this arena. Forums are ideally suited to discussions about the use and application of these technologies and we believe Pocketables.net has benefited by becoming a trusted authority to thousands of consumers and enthusiasts.

Sabnani continued, “Jenn’s approach of using a central, Pocketables forum fed by traffic from satellite content sites such as GoodAndEVO.net and StreakSmart.com is a strategy that we seek to further expand on our own network and we look forward to having Jenn enrich the editorial network across our network of branded communities.”

Jenn holds her master's degree in English and has professional experience as a publications editor, managing editor, copy editor, and proofreader. She is the previous owner of a freelance editing business and has edited scholarly texts, fiction, and other documents. In addition to producing content for all of the sites in the Pocketables network, Jenn has also written for other technology websites and has won several short story awards.

About CrowdGather, Inc.

With its growing portfolio of special interest forums and enthusiast message board communities, CrowdGather (www.crowdgather.com) has created a centralized network to benefit forum members, forum owners and forum advertisers. CrowdGather provides a highly interactive and informational social network for members, a management and revenue-sharing resource for third-party forum owners, and a largely untapped advertising network for marketers worldwide.

BMC Software Acquires Coradiant Inc.

- Expands BMC’s Dynamic Business Service Management platform with End-User Experience monitoring for enterprise, cloud and SaaS applications
- Establishes BMC as the market leader for Application Performance Management

HOUSTON--(BUSINESS WIRE)--BMC Software (NASDAQ:BMC) has acquired Coradiant Inc., the market leader in end-user experience and web application performance monitoring.

“The addition of Coradiant’s Web Application Performance Management capabilities to BMC’s Business Service Management platform establishes the industry’s most comprehensive solution for anticipating and proactively addressing the end-user experience requirements of our customers’ businesses,” said Paul Avenant, senior vice president, ESM solutions and brand management. “Until now, IT operations teams have struggled to deliver a consistently stellar end-user experience and proactively identify problems with applications before they negatively impact the business.”

This acquisition substantially enhances BMC’s ability to offer businesses a 360-degree view of service performance – from end-user experience and behavior to infrastructure.

Will Cappelli, Gartner research vice president for the enterprise management area, wrote in a January 2011 report titled “APM in 2011: Top Trends” that “end users will increasingly favor vendors that can move beyond experience monitoring into behavior monitoring.”

The new BMC End User Experience Management solution based on Coradiant’s technology directly addresses this need. This solution enables business and IT service managers to see and understand how application performance affects end-user behavior and ultimately the business by providing complete visibility into real-time, end-to-end performance of enterprise, cloud and SaaS-based applications. By monitoring the end user’s experience, organizations can protect revenue, enhance productivity and ensure operational stability for their business-critical applications.

Businesses are increasingly dependent on online applications to be competitive, and the adoption of the virtualized data center, cloud computing and Web 2.0 technologies has made applications extremely complex and highly distributed.

The addition of BMC’s End User Experience Management offering will provide a real-time view into actual application performance and user behavior, enabling businesses to proactively monitor the interaction the average consumer has with the application. Even in a complex environment with enterprise, SaaS and cloud components, application

performance issues can be identified, foreseen and avoided, thus providing end users with the most consistent and high-quality experience possible.

Coradiant also brings noteworthy partnerships, such as the one with Akamai to deliver solutions that manage, optimize and ensure the value of application performance acceleration delivered via the cloud.

“Perfecting end-user visibility into cloud-accelerated applications is a critical goal for our customers,” said Willie Tejada, vice president, application and site acceleration at Akamai. “The opportunity to connect the Coradiant solution with BMC’s broader proactive applications capabilities creates the potential for a whole new realm of value. We are enthusiastic regarding the combination of Coradiant and BMC, and look forward to working with BMC.”

An aggressive product integration plan is already underway. To learn more, visit the new BMC End User Experience Management Web page or www.coradiant.com.

Business runs on IT. IT runs on BMC Software.

Business thrives when IT runs smarter, faster and stronger. That’s why the most demanding IT organizations in the world rely on BMC Software across distributed, mainframe, virtual and cloud environments. Recognized as the leader in Business Service Management, BMC offers a comprehensive approach and unified platform that helps IT organizations cut cost, reduce risk and drive business profit. For the four fiscal quarters ended December 31, 2010, BMC revenue was approximately \$2 billion. Visit www.bmc.com for more information.

BMC, BMC Software, and the BMC Software logo are the exclusive properties of BMC Software Inc., are registered with the U.S. Patent and Trademark Office, and may be registered or pending registration in other countries. All other BMC trademarks, service marks, and logos may be registered or pending registration in the U.S. or in other countries. All other trademarks or registered trademarks are the property of their respective owners. © Copyright 2011 BMC Software, Inc.

GP Strategies Acquires Ultra Training

Expanding Occupational Skills Training Capabilities in the United Kingdom

Elkridge, MD. April 14, 2011 – GP Strategies Corporation (NYSE: GPX), the corporate parent of global performance improvement solutions provider General Physics Corporation (GP), announced that GP’s wholly-owned subsidiary, General Physics (UK) Ltd, has acquired Ultra Training Ltd, an independent skills training provider located in the United Kingdom. Ultra generated annualized revenue of \$4.5 million for the year ending July 2010, and GP anticipates that the acquired business will be accretive to earnings-per-share in 2011. GP utilized cash-on hand to fund the acquisition.

Established in 1986, with a staff of 65 full- and part-time employees, Ultra is a Grade 2 “Good” provider of training as determined by the Office for Standards in Education (Ofsted), the UK regulator of government-funded training providers. Based in Bodmin, Cornwall with other training centres in Penzance, Bideford, Exeter and Bristol, Ultra provides apprenticeship and private training to over 1,000 learners at any one time in the following occupational areas: administration, management and professional; retailing, customer service, hospitality, hairdressing and beauty therapy; health and social care and childcare. Ultra is contracted to provide training through the Skills Funding Agency, a government agency of the Department for Business, Innovation and Skills, which funds and regulates adult further education and skills training in England.

Scott Greenberg, Chief Executive Officer of GP Strategies, stated, “Ultra prides itself on the quality of training it provides to learners and the high success rates that its learners achieve. This acquisition further expands our capabilities in the South West region of England, helping people and businesses to access the skills training they need to succeed. The acquisition of Ultra increases GP’s 2011-2012 maximum contract value to \$15 million per year and places GP in a much stronger strategic position relative to the introduction of minimum contract levels during 2011.”

To learn more about Ultra Training, visit <http://www.ultraonline.co.uk/>.

About GP

GP is the principal operating subsidiary of GP Strategies Corporation (NYSE: GPX). GP is a global performance improvement solutions provider of sales and technical training, e-Learning solutions, management consulting and engineering services. GP’s solutions improve the effectiveness of organizations by delivering innovative and superior training, consulting and business improvement services, customized to meet the specific needs of its clients. Clients include Fortune 500 companies, manufacturing, process and energy industries, and other commercial and government customers. Additional information may be found at <http://www.gpworldwide.com>.

Walmart Announces Acquisition of Social Media Company Kosmix

Company makes investment in social e-commerce

BRISBANE, Calif. – Wal-Mart Stores, Inc. (NYSE: WMT) today announced it has signed a definitive agreement to acquire Kosmix, underscoring its commitment to social and mobile commerce. Kosmix, based in Mountain View, Calif., has developed a social media technology platform that filters and organizes content in social networks to connect people with real-time information that matters to them.

Kosmix was founded by Venky Harinarayan and Anand Rajaraman, early pioneers of online shopping, whose first company, Junglee, was acquired by Amazon.com in 1998. The founders and the Kosmix team will operate as part of the newly formed @WalmartLabs and continue to be based in Silicon Valley. Walmart plans to expand the @WalmartLabs team and expects this new group will create technologies and businesses around social and mobile commerce that will support Walmart's global multi-channel strategy, which integrates the shopping experience between bricks and mortar stores and e-commerce. Walmart operates retail businesses in 15 countries and e-commerce businesses in nine countries.

Kosmix's innovative technology platform searches and analyzes connections in real-time data streams to deliver highly personalized insights to users. The platform powers TweetBeat, a real-time social media filter for live events with more than five million visits last month; Kosmix.com, a site to discover social content by topic; and RightHealth, one of the top three health and medical information sites by global reach.

"We are expanding our capabilities in today's rapidly growing social commerce environment," said Eduardo Castro-Wright, Walmart's vice chairman. "Social networking and mobile applications are increasingly becoming a part of our customers' day-to-day lives globally, influencing how they think about shopping, both online and in retail stores. We are excited to have the Kosmix team join us to accelerate the development of our social and mobile commerce offerings."

"The world of social media is exploding and for millions of consumers their social connections matter hugely in their daily lives," said Anand Rajaraman, co-founder of Kosmix. "Our work has focused on developing a social genome platform that captures the connections between people, places, topics, products and events as expressed through social media -- be it a feed, a tweet or a post. We are thrilled to join one of the world's largest companies and combine our work with Walmart's vast online and offline retail businesses."

The transaction is subject to customary closing conditions and the company anticipates it will close during the first half of this year.

About Walmart

Wal-Mart Stores, Inc. (NYSE: WMT) serves customers and members more than 200 million times per week at 9,000 retail units under 60 different banners in 15 countries. With fiscal year 2011 sales of \$419 billion, Walmart employs more than 2 million associates worldwide. Walmart continues to be a leader in sustainability, corporate philanthropy and employment opportunity. Additional information about Walmart can be found by visiting <http://www.walmartstores.com/>, on Twitter at <http://Twitter.com/Walmart>, and on Facebook at <http://www.facebook.com/walmart>. Online merchandise sales are available at <http://www.walmart.com> and www.samsclub.com/.

SuccessFactors to Acquire Plateau Systems for \$290 Million

[SuccessFactors Inc. \(SFSF\)](#) said it agreed to buy closely held Plateau Systems Ltd., a provider of Web- based software tools for businesses, for \$290 million.

The company will pay \$145 million in cash and \$145 million in stock, Dmitri Krakovsky, vice president of global [product management](#), said in an interview today.

With the acquisition, SuccessFactors adds large customers served by Plateau, including [General Electric Co. \(GE\)](#) and the National Aeronautics and Space Administration. SuccessFactors, a [San Mateo](#), California-based maker of software used to manage employee performance, said that the combined companies would have more than 15 million users in 4,000 businesses.

“Over the last few months, we looked at most of the players in learning management and evaluated a whole bunch of deals,” said Krakovsky. “Ultimately we decided to go for a company that was higher-priced but one of the best companies in the space.”

SuccessFactors slipped as low as \$36.90 in extended trading following the announcement. The shares had risen 28 cents to \$40.27 at 4 p.m. New York time in Nasdaq Stock Market trading. The stock has climbed 39 percent this year.

To contact the reporter on this story: Douglas Macmillan in New York at dmacmillan3@bloomberg.net

Intel Capital, Condé Nast Owner Invest \$30 Million in Kno; Intel to Consult on Student Tablet Hardware



According to sources close to the situation, Intel Capital and Advance Publications will lead a \$30 million investment round in Kno, the high-profile student tablet start-up.

In addition to the funding from its venture capital arm, Intel itself will consult with Kno on its tablet design. Kno, which is getting out of the hardware business, will now focus on its software to manage the devices that are aimed at the college market.

Intel will not manufacture tablets either. Instead, its engineers will consult with Kno on power management, graphics, display, systems integration, which it does for a variety of its customers.

Along with Intel Capital and Advance, current investors will also participate in the round, said sources. But Intel Capital and Advance, the owner of the Condé Nast publishing empire, make up a big part of the funding.

Sources said Intel Capital's investment is \$20 million and Advance and others make up the rest of it.

BoomTown [reported in February](#) that the much-funded and high-profile Silicon Valley start-up—aimed at making tablet computers focused at students—was considering selling off the entire hardware part of the business.

Sources said Kno execs have recently decided that the quicker-than-expected uptake in tablet production by a multitude of powerful device makers had made its efforts to package a seamless offering less critical.

Instead, the company will now focus on its robust software and services to offer students on the Apple iPad, as well as upcoming tablets based on Google's Android mobile operating system and others.

The move is a dramatic shift for the company, which had not shipped significant numbers of the touchscreen device as it has long touted.

In fact, Kno [said in November](#) that it would ship a \$599 and \$899 version of the tablet by the end of the year.

The lower price was for its single-screen device, while the clamshell double-screen version was more expensive.

And, although it has been reported no pre-orders were fulfilled, Kno did indeed ship several hundred of them, built by China's Foxconn, before stopping doing so earlier this year.

Many have been dubious about Kno's ambitious hardware efforts.

That's because marketing a new and complex product like the Kno takes a lot of effort and cash, especially since it is an increasingly competitive market for mobile and portable computing products that includes Apple, Microsoft, Hewlett-Packard, Google, Amazon, Dell and many others.

Before this \$30 million, Kno has [raised another \\$46 million in funding](#) to add to an earlier \$10 million round.

Sources in February said that the Santa Clara, Calif.-based company considering going [back out to raise even more](#).

Its current backers include prominent venture players like Andreessen Horowitz and First Round Capital, along with angel investors Mike Maples and Ron Conway.

Sources said the shift to deliver textbook and other student-related delivery system would be a better path for all that investment money, since Kno has established a wide range of partnerships with colleges and universities.

In addition, Kno co-founder [Osman Rashid has a lot of experience in digital education market](#). He was also the co-founder of Chegg, the textbook rental business that is [reportedly aiming for an IPO](#) soon.

[BusinessWeek](#) was first to report that Intel Capital was making the investment in Kno, but the post did not mention Advance's involvement or that Intel itself was licensing the hardware design business from Kno.

Crisp Media Raises \$6 Million

Investment Supports Global Sales of Crisp Engage, the Industry's Only Open Rich Media Ad Management Platform

NEW YORK--(BUSINESS WIRE)--**Crisp Media**, the leader in cross-platform rich media advertising, announced today that it has raised **\$6 million** in growth capital. Existing investors, Meritage Funds and [Intel Capital](#) were joined in the financing by Singapore's leading global fund EDBI (EDB Investments Pte Ltd). This growth capital will be used to fund international expansion and propel the growth of Crisp Engage, the company's recently introduced self-service rich media ad management platform. In order to better serve its growing international customer base, Crisp intends to set up a presence in Singapore, to be co-located with the Asian headquarters of global advertising agencies, and to serve rapidly increasing display advertising demand from booming mobile markets across the APAC region.

Ms Chu Swee-Yeok, CEO of EDBI said: "Crisp has an impressive track record of top notch premium publishers leveraging on its open advertising platform to deliver innovative and branded mobile rich media advertising campaigns worldwide. The decision to locate its Asian headquarters in Singapore accelerates the rollout of Crisp's solutions to its customers and partners in Asia, and strongly positions Crisp to ride the wave of rapidly growing demand for smart mobile devices in Asia. EDBI looks forward to actively assisting Crisp to navigate the regional markets and tap on new business opportunities in Asia to expand its global footprint."

"Brands everywhere want to engage with mobile consumers." said **Boris Fridman**, CEO of Crisp Media. "This funding allows us to meet the growing demand of global agencies and publishers for rich media ads and to drive the diffusion of the Crisp Engage platform throughout the Asia Pacific region."

Crisp delivers award-winning mobile display advertising campaigns across premium publishers such as CBS, CNN, ESPN and Yahoo!; and top ad networks like Jumptap, Millennial and Mojiva. This unparalleled reach is why agencies have chosen Crisp for their mobile ad serving needs. Top brands like GM, Ford, Toyota, VW, IBM, Intel, HP, P&G, Unilever and Coca-Cola and many others use the Crisp platform to extend their digital campaigns to mobile.

We are pleased to have EDBI join the investment syndicate at Crisp," said Derek Pilling, Managing Director of Meritage Funds. "Crisp has established itself as the leading unified rich media ad delivery platform. This financing will enable the Company to bring its best of breed rich media ad serving capabilities and open, publisher-friendly architecture approach to native apps and browser environments across the globe."

About Crisp

Crisp is a pioneer of mobile ad products that make HTML5 advertising scalable across device platforms for native apps and browsers. The new Crisp Engage, self service ad

management platform, enables agencies to easily build, manage and measure rich media advertising campaigns on connected devices. Crisp is also a founding member of the Open Rich Media for Mobile Advertising (ORMMA) standard API, an [Open Source](#) project for letting agencies deliver HTML ads to native applications. Leading brands including Estee Lauder, HBO, Intel, Marriott, [Paramount Pictures](#), Toyota, Volkswagen, and others have utilized Crisp ads. For more information, visit <http://www.crispmedia.com>.

About EDBI

EDBI (EDB Investments) is a leading strategic investment firm headquartered in Singapore with a worldwide presence investing to drive growth opportunities within the knowledge and innovation-intensive sectors of Biomedical Sciences, Clean Technologies, Internet & Digital Media, as well as other strategic industry clusters with commercial potential. As a value adding investor, EDBI creates sustainable and synergistic partnerships with its portfolio companies, leveraging on its broad network of resources and experience to facilitate the companies' organic growth in Asia and the world, through their operations in Singapore. For more information on EDBI, please visit <http://www.edbi.com>.

About Meritage Funds

Founded in 1998, Meritage Funds is a Denver-based manager of private investment funds. The Meritage Team is a unique blend of investment and operating talent. We contribute both capital and expertise to every investment that we make, working as a partner with entrepreneurs to accelerate the growth of their businesses. We invest in companies that leverage connectivity to offer services that enable communications, deliver content, or facilitate commerce. In total, Meritage Funds manages three investment funds representing more than \$600 million in committed capital.

About Intel Capital

Intel Capital, Intel's global investment organization, makes equity investments in innovative technology start-ups and companies worldwide. Intel Capital invests in a broad range of companies offering hardware, software, and services targeting enterprise, home, mobility, health, consumer Internet, semiconductor manufacturing and cleantech. Since 1991, Intel Capital has invested more than US\$9.8 billion in over 1,100 companies in 48 countries. In that timeframe, 189 portfolio companies have gone public on various exchanges around the world and 258 were acquired or participated in a merger. In 2010, Intel Capital invested US\$327 million in 119 investments with approximately 44 percent of funds invested outside the United States and Canada. For more information on Intel Capital and its differentiated advantages, visit www.intelcapital.com.

Susquehanna Growth Equity Acquires MediMedia Information Technologies, LLC

BALA CYNWYD, Pa., April 18, 2011 /PRNewswire/ -- Susquehanna Growth Equity, LLC (SGE) today announced that it has acquired MediMedia Information Technologies, LLC (MMIT), a provider of managed care information for the healthcare industry.

MMIT engages in the collection, consolidation, and interpretation of pharmaceutical and healthcare information from health plans to meet the needs of healthcare decision makers in managed markets. In addition, it offers data collection, analysis, and related services to the managed care marketplace.

"MMIT is a leader in the area of formulary information management, a position we intend to leverage with a plan of enhancing the company's platform through the addition of adjacent data sets and front-end analytic capabilities," said Scott Feldman of Susquehanna Growth Equity. "In an environment of increasing regulatory reform and cost consciousness, pharmaceutical companies, insurance plans, and providers continue to demand more comprehensive sources of managed care information. MMIT has been the leader in this space for the past decade and is extremely well-positioned to meet the growing needs of this marketplace. Mr. Feldman along with Vincenzo La Ruffa and Amir Goldman will be joining the company's board of directors."

MMIT has been led by a dedicated team of healthcare professionals for the last decade. All employees will remain with the company. Martin Caron will continue to serve as President and Chief Executive Officer. As part of the transaction, Ronald Berg has joined as Chief Operating Officer and Chief Financial Officer. Mr. Berg previously served in senior executive roles at RadPharm, Idealab, Deja.com, and Infonautics. Thomas Gardner has also joined the team as Chairman of the Board. Mr. Gardner has been an executive, investor, and advisor in the healthcare industry since 1970, and has served in senior roles at Johnson & Johnson, the Dun & Bradstreet Corporation, and IMS Health.

"SGE's investment in MMIT will accelerate our development efforts, allowing us to quickly meet customer needs in today's fast-paced business environment," said Martin Caron of MMIT. "We are all looking forward to the considerable insight and experience that Ron and Tom bring to the company and are excited to work with SGE to continue delivering innovative solutions to our customer segments."

About MMIT

MMIT provides plan-specific and managed care formulary information to pharmaceutical, health insurance, and electronic prescribing companies. The company's solutions are all built around a central formulary database integrating data from managed care organizations, pharmacy benefit managers, health maintenance organizations, preferred provider organizations, state Medicaid plans, over 1000 Medicare Part D plans, and self-insured employer plans.

The company was founded in 1994 and is based in Yardley, Pennsylvania. For additional information please visit www.mminfotech.com.

About Susquehanna Growth Equity, LLC

Susquehanna Growth Equity, LLC (SGE) is a private equity group investing in growth capital and buyout opportunities in information services, software, and financial technology. SGE's team of dedicated investment professionals brings a unique set of experience combining venture investing with operational expertise. For additional information please visit www.sgep.com.

SGE is an affiliate of Susquehanna International Group, LLP (SIG), a world-leading, technology empowered financial trading firm specializing in making markets and providing liquidity. SIG includes affiliated entities specializing in institutional brokerage, research, private equity, and venture capital. SIG employs approximately 1,500 individuals located in North America, Europe, Asia, and Australia. For additional information please visit www.sig.com.

SOURCE Susquehanna Growth Equity, LLC

Deutsche Post AG acquired AdCloud GmbH

Deutsche Post is acquiring the Cologne-based company Adcloud GmbH, a special provider of performance marketing solutions for the online advertising market. Deutsche Post will further expand its range of services in online advertising market and strengthen its position as a neutral provider who can efficiently place and market online advertising.

[Deutsche Post AG](#)

Deutsche Post AG, through its subsidiaries, operates as a logistics company worldwide. The company operates in four divisions: mail, express, logistics, and financial services.

[AdCloud GmbH](#)

Adcloud is an independent advertising technology company creating the worlds first open ecosystem to build your own advertising flywheel and exchange digital advertisements.

ImpactRx Acquired by Symphony Technology Group

ImpactRx, the pioneer in measuring the impact of promotion on physician prescribing behavior, announced today that Symphony Technology Group (STG), has acquired a majority ownership interest in the Company. STG is a leading private equity firm with a strategic focus on data, analytics and technology-enabled services companies. Merck Capital Ventures (MCV), the venture capital arm of Merck and one of ImpactRx's existing investors, will maintain its investment in ImpactRx. Under the terms of the acquisition, ImpactRx will operate as an independent STG portfolio company. Current President and CEO, Richard Altus, will continue to lead ImpactRx. Financial terms of the transaction were not disclosed.

“Symphony Technology Group’s mission is to invest in companies with a compelling set of assets and capabilities, and solid client relationships, and work closely with management to deliver innovative solutions to customers and increase company growth,” said J.T. Treadwell, Managing Director with STG. “We have nearly a decade of experience partnering with our companies to leverage data, technology, and analytics to deliver breakthrough insight for customers and to expand operations in a cost-effective, timely and thoughtful fashion.” “ImpactRx is a strong company, and a terrific starting point for STG to bring its operations-focused approach to investing in the life sciences industry. We are pleased that Merck Capital Ventures shares our vision as a shareholder committed to ImpactRx’s future.”

“We are delighted to be joining forces with Symphony Technology Group,” declared Richard Altus, ImpactRx’s President and CEO. “STG has a very strong track record of working with companies to improve execution through leveraging technologies and best-in-class data analytics in other industries. STG will help ImpactRx to improve as a leader in evaluating and interpreting the drivers of physician behavior, as well as help us expand our reach and scope as a partner to our customers,” Altus stated.

“Brand teams are facing increasingly complex challenges; understanding what drives brand performance, through all stages of the life cycle, is more critical today than it ever was,” continued Altus. “The acquisition and investment by STG will allow us to further develop our unique capabilities to better respond to our clients’ emerging information and analytical needs. In addition, integrating our proprietary syndicated data set with external secondary and custom data resources, leveraging STG’s vast data modeling and analytics expertise, will enable us to deliver the comprehensive, multi-channel solutions our clients need to grow their businesses in today’s complicated and competitive biopharmaceutical marketplace,” said Altus.

STG companies are known for providing high value, high-impact solutions that help

customers dramatically improve their performance, productivity and profitability through best-in-class processes and management.

About ImpactRx

Founded in 2000 and headquartered in Mount Laurel, N.J., ImpactRx's longitudinal panels of high value, iPhone-connected physicians are the exclusive source of continuously-captured promotion and treatment data. Through its proprietary methodology, the Company annually captures one million details and three-million treatment decisions, fueling its unique ImpactData™ industry database. ImpactRx (impactrx.com) leverages this unprecedented intelligence with custom research and analytics to provide insightful solutions to pharmaceutical marketing and sales decision makers.

About Symphony Technology Group (STG)

Symphony Technology Group (symphonytg.com) is a strategic private equity firm with the mission of investing in and building great software and services companies. In addition to capital, STG provides transformation expertise to enable its companies to deliver maximum value to their clients, to drive growth through innovation, to retain and attract the best talent and to achieve best in class business performance. STG's current portfolio consists of ten global companies.