



WHO'S BUYING WHOM MONTHLY®

FEBRUARY 2011

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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.

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The Whitestone Top Deals of February 2011

Buyer	Seller	Comments
AOL	The Huffington Post	\$315MM; News, analysis, and lifestyle website
Time Warner Cable Inc.	NaviSite, Inc.	\$230 MM; Provider of enterprise-class, cloud-enabled hosting, managed applications and services
Harris Corporation	Carefx Corporation	\$155MM; Technology suite streamlines retrieval, access and patient information
AFCV Holdings	Answers.com	\$127MM; Online site that provides answers to questions about anything
Digital Sky Technologies Global	Spotify	\$100MM; Free online music site
LLR Partners and Liberty Partners	Avenues: The World School	\$75MM investment; Educational technology and development for pre K-12
British Broadcasting Corporation	Lonely Planet	\$67.2MM; Publishers of travel guides and producers of TV networks
IAC/Match.com	OkCupid	\$50MM; Online dating site
BookRenter	Adams Capital	\$40MM; Invested in online textbook rental for college students
BookRenter & Chegg	Online Textbook Rentals	\$40MM investment; Online textbook rental for students
UberMedia	TweetDeck	\$25MM; Online browser that allows individuals to connect with other via internet

Transactions by Major Company

Buyer	Seller	Comments
AOL		
<i>Content-Related Internet</i>		
AOL	The Huffington Post	\$315MM; News, analysis, and lifestyle website
Reed Elsevier		
<i>Education, Reference, Technical book/Journal Publishing</i>		
Reed Elsevier	Oncology Journal Portfolio	\$7MM; Tumor-Specific Content Oncologists and their patients.
<i>Business, Legal and Other Publishing</i>		
Reed Elsevier	Datong Medical Information Technology Co., Ltd	Software developers of prescription errors
<i>Trade Magazine/Trade Shows</i>		
Reed Exhibitions	Multiplus Fairs and Events	Organizer on fairs and events in the fields of biofuels, ethanol and the agricultural industry
Skill Soft		
<i>Business, Legal and Other Publishing</i>		
SkillSoft	50 Lessons Limited	Educators on how businesses and individuals change the way they do business
Thomson Reuters		
<i>Business, Legal and Other Publishing</i>		
Elite/Thomson Reuters	Kleinmundo	Technology company servicing the legal market

Time Warner		
<i>Internet Advertising/Marketing</i>		
Time Warner Cable Inc.	NaviSite, Inc.	\$230 MM; Provider of enterprise-class, cloud-enabled hosting, managed applications and services

Deals by Medium/Subject Area

Content-Related Internet		
Buyer	Seller	Comments
AOL	The Huffington Post	\$315MM; News, analysis, and lifestyle website
AFCV Holdings	Answers.com	\$127MM; Online site that provides answers to questions about anything
UberMedia	TweetDeck	\$25MM; Online browser that allows individuals to connect with other via internet
ReachLocal	DealOn	\$10MM; Online site offers deals/discounted prices to merchants and vendors
Vocus	North Social	\$7MM; Online software to create and promote business on Facebook
TripAdvisor	EveryTrail	Develops GPS, creates outdoor tours and city guides for mobile devices
Generation Zero Group	PhysicianWork.com	Online job-posting site for physicians
BUZZMEDIA	The Frisky	Entertainment news, celebrity, fashion and women's lifestyle website
Perform	Goal	Provider on international sports, news and entertainment on web and phones
New York Times Co.	Marlborough	Online site that allows consumers to compare health care services
Resource Nation	Business.com	Online information on products and services
Outdoor Channel Holdings	MyOutdoorTV.com	Internet television for hunters and shooting sports
Max Media Group, Inc.	Golden Voice Media, LLC	Online talk radio programming
Snappy Reports	Zephyr Financial Technologies	Web based financial data site focus on pricing, charts and analytical tools
Collective	Oggifinogi	Providers on-stream video ads
Evolve Media Corp	PlayStationLifeStyle	Provides online news and reviews on video games
Kensington Leasing, Ltd	Wikifamilies and Wikifamilies.com	Web based providing families to communicate and share history
VBrick Systems	Fliqz Media Corporation	Provider on video solutions for websites, blogs and social platforms to improve website's search engine rankings
Mediabistro.com (a division of WebMediaBrands, Inc.)	Twittercism.com	Blog site provides on hints, tips, tricks and opinion about Twitter
Investments		
Operative Media	Talent	\$10MM investment; To expand its international presence

Internet Advertising/Marketing		
Buyer	Seller	Comments
Time Warner Cable Inc.	NaviSite, Inc.	\$230 MM; Provider of enterprise-class, cloud-enabled hosting, managed applications and services
IAC/Match.com	OkCupid	\$50MM; Online dating site
Local.com Corporation	Rovion	\$1.5MM cash plus earn out of up to \$7MM; Advertisers of animated and video ads
DMN3	Spur Interactive	\$3MM; Marketing agency focused on financial market
CCI Media	Watts Publishing	Publishes niche magazine, online social networking services and web seminars
Reply.com	adHUBS	Publisher of mobile applications
Walt Disney Co	Togetherville	Online social network for kids
MOVL	Interactiva Colombia	Delivers Videos and Editable pages for News & Events, etc.
Tremor Media	Transpera	Online mobile video advertising company
Investments		
Digital Sky Technologies Global	Spotify	\$100MM; Free online music site

Publishing/Information Industry-Related Technology		
Buyer	Seller	Comments
Quepasa Corporation	XtFt Games S/S Ltd	\$4MM; Developers of game platforms
Active Network	Fellowship Technologies	Manages online software for churches
Teleca	SurfKitchen	Developers of mobile internet data services
CrossTech Ventures	KMS Media Partners	Website developers

Business, Legal, Healthcare		
Buyer	Seller	Comments
Reed Elsevier	Datong Medical Information Technology Co., Ltd	Software developers of prescription errors
SkillSoft	50 Lessons Limited	Educators on how businesses and individuals change the way they do business
Elite/Thomson Reuters	Kleinmundo	Technology company servicing the legal market
Harris Corporation	Carefx Corporation	\$155MM; Technology suite streamlines retrieval, access and patient information
United Media Holding	Sports.ru	\$1.5 - \$2.5MM; International sports website
Omnicom Group	The Modellers	Market research company focus on solving marketing and communications questions
Max Media Group	PatriotsTV	Provides news about Homeland Security, America's Most Wanted Terrorists, and the 9-11 conspiracy
NCI Information Systems, Inc.	AdvanceMed Corporation	Provides detection and prevention of fraud, waste,

		and abuse in healthcare programs
Versata Enterprises, Inc.	geoVue, Inc.	Provides software solutions to prioritize capital planning, and localize marketing & merchandising
SCIOinspire, Corp.	National Audit	Healthcare claims and audit service provider
Apollo Medical Holdings, Inc.	Aligned Healthcare Group LLC	24-hour physician call centers and care management services to health plans, hospitals and medical groups
DrFirst, Inc.	AdherenceRx, LLC	Provider on health coaching services to patients for living a healthy lifestyle
Blackbaud, Inc.	Public Interest Data, Inc.	\$17.5MM; Providers of database management, acquisition list services, and data analytics for nonprofits organizations
glendonTodd Capital, Hoak & Co., and other investors	Vendome Group (Providence Equity Partners)	Chemical Information Services, proprietary database provider to the pharmaceutical and chemical industries

Education, Reference, Technical Book/Journal Publishing

Buyer	Seller	Comments
Reed Elsevier	Oncology Journal Portfolio	\$7MM; Tumor-Specific Content Oncologists and their patients.
Koofers	Student Community	Online social learning network
Investments		
LLR Partners and Liberty Partners	Avenues: The World School	\$75MM investment; Educational technology and development for pre K-12
BookRenter	Adams Capital	\$40MM; Invested in online textbook rental for college students
BookRenter & Chegg	Online Textbook Rentals	\$40MM investment; Online textbook rental for students

Financial/Real Estate Information

Buyer	Seller	Comments
SunGard	PredictiveMetrics	Software to recovery, debt buying, collection and risk management
Yardi Systems	Real Estate Electronic Publishing Company Inc. (REEPCO)	Online real estate broker/agent training site

Trade Book Publishing and Other Consumer Media

Buyer	Seller	Comments
British Broadcasting Corporation	Lonely Planet	\$67.2MM; Publishers of travel guides and producers of TV networks

Trade Magazines/Trade Shows

Buyer	Seller	Comments
Reed Exhibitions	Multiplus Fairs and Events	Organizer on fairs and events in the fields of biofuels, ethanol and the agricultural industry
Access Intelligence	Red 7 Media	Publishes magazines and newsletters
William Reed	United Business Media Ltd	The Publican print magazine title, websites and awards event, together with the Theme and Bar Show brands; Cash consideration of £1.5m and further deferred performance-related consideration of up to £150,000

Training

Buyer	Seller	Comments
Mediabistro, (A division of WebMediaBrands)	Semantic Technology Institute International (Vienna, Austria)	Research network firm on sematic technology and future internet

Press Releases

Acquisition Will Solidify AOL's Strategy of Creating a Premier Content Network With Local, National and International Reach

Arianna Huffington To Lead Newly Formed The Huffington Post Media Group Which Will Integrate All Huffington Post and AOL Content, Including News, Tech, Women, Local, Multicultural, Entertainment, Video, Community, and More The New Combined Media Group Will Reach 117 Million Americans and 270 Million Globally Group Uniquely Positioned To Redefine the Future of Brand Advertising and Marketing For an Engaged and Influential Audience

NEW YORK, Feb 07, 2011 (BUSINESS WIRE) --

AOL Inc. [NYSE:AOL] announced today that it has entered into a definitive agreement to acquire **The Huffington Post**, the influential and rapidly growing news, analysis, and lifestyle website founded in 2005, which now counts nearly 25 million unique monthly visitors*.

The transaction will create a premier global, national, local, and hyper-local content group for the digital age - leveraged across online, mobile, tablet, and video platforms. The combination of AOL's infrastructure and scale with The Huffington Post's pioneering approach to news and innovative community building among a broad and sophisticated audience will mark a seminal moment in the evolution of digital journalism and online engagement.

The new group will have a combined base of 117 million unique visitors a month in the United States and 270 million around the world**. Following the close of this transaction, AOL will accelerate its strategy to deliver a scaled and differentiated array of premium news, analysis, and entertainment produced by thousands of writers, editors, reporters, and videographers around the globe.

As part of the transaction, Arianna Huffington, The Huffington Post's Co-founder and Editor-in-Chief, will be named President and Editor-in-Chief of The Huffington Post Media Group, which will integrate all Huffington Post and AOL content, including Engadget, TechCrunch, Moviefone, MapQuest, Black Voices, PopEater, AOL Music, AOL Latino, AutoBlog, Patch, StyleList, and more.

"The acquisition of The Huffington Post will create a next-generation American media company with global reach that combines content, community, and social experiences for consumers "said Tim Armstrong, Chairman and CEO of AOL. "Together, our companies will embrace the digital future and become a digital destination that delivers unmatched experiences for both consumers and advertisers."

Armstrong continued, "Arianna is a singularly passionate and dedicated champion of innovative journalistic engagement, and a master of the art of using new media to

illuminate, entertain and enhance the national conversation. Arianna is a remarkable person and she will continue to create remarkable outcomes for the combined company."

"This is truly a merger of visions and a perfect fit for us," said Huffington. "The Huffington Post will continue on the same path we have been on for the last six years - though now at light speed - by combining with AOL. Our readers will still be able to come to The Huffington Post at the same URL, and find all the same content they've grown to love, plus a lot more - more local, more tech, more entertainment, more finance, and lots more video. We are fusing a legendary and powerful new media brand with a vibrant, innovative news organization, known for its distinctive voice, a highly engaged audience, an expertise in community-building, and a track record for demystifying the news and putting flesh and blood on the data while drawing our audience into the conversation."

Elsevier Acquires Oncology Journal Portfolio From Cancer Information Group

Journals Provide the Highest Quality Content Focused on Tumor-Specific Topics That Affect Oncologists and Their Patients

Elsevier (<http://www.elsevier.com>), the leading global publisher of scientific, technical, and medical information products and services, announced today that it acquired the oncology portfolio of journals previously published by CIG Media Group LP., (operated as Cancer Information Group). The journals publish peer-reviewed, disease specific original research and review articles that disseminate cutting-edge data to physicians, medical researchers and health care professionals.

"These journals provide an excellent addition to Elsevier's oncology portfolio and will further enhance the depth and quality of oncology content published by Elsevier," said Glen P. Campbell, Executive Vice President, Global Medical Research, for Elsevier. "We look forward to working with the editorial teams and to leveraging Elsevier's global resources and market-leading online platforms for the continued development and growth of the quality, international profile and visibility of these prestigious journals."

The specific journal titles are: Clinical Breast Cancer, Clinical Lung Cancer, Clinical Lymphoma Myeloma & Leukemia, Clinical Colorectal Cancer, Clinical Ovarian Cancer, and Clinical Genitourinary Cancer.

"Authors will benefit from the upcoming release of enhanced online manuscript submission and review systems for the journals, as well as the range of author support tools provided by Elsevier," said Campbell.

About Elsevier

Elsevier is a world-leading publisher of scientific, technical and medical information products and services. The company works in partnership with the global science and health communities to publish more than 2,000 journals.

CCI Media

[CCI Media](#), a b-to-b media company formed by former Stamats Business Media president Tim Fixmer, has purchased the woodworking assets from Rockford, Illinois-based [Watt Publishing](#). The deal consists of the CabinetMakerFDM unit and includes a magazine, website and weekly newsletter.

Greg Watt, president and COO of Watt, and Fixmer both declined to offer terms of the deal, but Fixmer noted that CCI, which is backed by Fixmer's own investment, will utilize Watt's services in the future.

CabinetMakerFDM is a web and print-based business unit that focuses on the cabinet, furniture, fixture and millwork markets.

The deal is Fixmer's first for CCI and, he says, it will be the cornerstone property in CCI's portfolio. Fixmer hinted at new product launches, divulging the release of a database product that will "probably launch next month."

For Watt, the deal allows the company to focus on its agrifood brands, such as Petfood Industry, Feed Management and Pig International, which, says Greg Watt, offer the best opportunities for growth.

According to Watt, all direct staff has been offered their same positions with CCI.

TripAdvisor Acquires EveryTrail, Expands Mobile Travel Offering

Provides Mobile Travel Guides and Walking Tours for Travelers On the Go

NEWTON, Mass., Feb. 3, 2011 /PRNewswire/ -- TripAdvisor®, the world's largest travel site* and an operating company of Expedia, Inc. (Nasdaq: EXPE), today announced it has expanded its mobile travel offering with the acquisition of Palo Alto, California-based EveryTrail®. EveryTrail has developed a GPS-enabled publishing platform to create outdoor tours and city guides for mobile devices. The technology will complement TripAdvisor's millions of travel reviews and opinions, and enrich the quality of travel information consumers can access from their smartphones. Terms of the acquisition will not be disclosed.

"Every day, more people are opting to use mobile apps as a way of consuming travel information," said Adam Medros, vice president of global product for TripAdvisor. "EveryTrail bolsters our continued commitment to grow TripAdvisor's mobile offering, and enable travelers to access walking tours, city guides and hiking trails directly from their smartphones."

TripAdvisor announced the launch of its mobile website in March 2010 and has since added apps for the iPhone, Android, Nokia, and Palm smartphones, as well as the iPad. TripAdvisor Mobile allows users to access more than 40 million traveler reviews and opinions on hotels, restaurants and attractions available on TripAdvisor.com. In addition to city guides and walking tours, travelers can also find the cheapest airfares, ask questions in the TripAdvisor forums, and get inside tips on destinations from fellow travelers while they're on-the-go.

"Like TripAdvisor, EveryTrail is possible because of a global community of travelers who share their stories every day," said Joost Schreve, CEO of EveryTrail. "The mobile platform that we provide lets travelers turn these stories into highly engaging mobile travel guides that help other travelers enjoy their trips even more. We are delighted to join TripAdvisor in this exciting new phase that will give us the ability to bring our tours and guides to TripAdvisor's 40 million travelers all over the world."

About TripAdvisor

TripAdvisor® is the world's largest travel site, enabling travelers to plan and have the perfect trip. TripAdvisor offers trusted advice from real travelers and a wide variety of travel choices and planning features (including Flights search, TripAdvisor Mobile and TripAdvisor Trip Friends) with seamless links to booking tools.

Access Intelligence Acquires Red 7 Media

min's parent company, Access Intelligence, will close a deal on Friday, Feb. 18, to acquire Norwalk, Conn.-based Red 7 Media, which serves the event industry with its *Event Marketer*, *EXPO*, *Best Events* and *Event Design* media brands and associated events, and the media industry with its *FOLIO* and *Audience Development* titles and Folio Show. In January, Rockville, Md.-based [AI bought OR Manager](#), a media brand and events company serving operating room executives, managers and doctors.

Red 7's brands will, along with *min*, be part of a new AI division, the Media and Event Marketing Group, and will be led by Kerry Smith, Red 7 founder and president. Smith will remain president of the expanded Red 7 Media Group and is also now an SVP at Access Intelligence. Longtime *min* editor-in-chief Steve Cohn will continue to edit the weekly *min* newsletter and cover media industry news for *minonline*, and *min* digital media editor Steve Smith will continue in his reporting for *min* and *minonline*.

AI's Red 7 acquisition represents a further commitment to covering and serving the media industry. "The ability to round out our leading position in the consumer magazine market with Red 7's events, online communities and a leading magazine while expanding into the dynamic events business is a truly exciting prospect for Access Intelligence, our employees and customers," says Don Pazour, president and CEO of Access Intelligence.

Kerry Smith says he expects the integration of Red 7 Media into Access Intelligence to provide Red 7 with deeper resources and accelerate its growth strategies.

The new Media and Event Marketing Group falls under the larger Media Communications Group, which is overseen by AI EVP Heather Farley and includes the *PR News*, *Studio* and *CableFAX* brands. AI SVP and group publisher Diane Schwartz (former group publisher of *min*) will continue to lead the *PR News*, *CableFAX*, *Studio* and Dorland Health brands.

LLR Partners Invests in Avenues: The World School

PHILADELPHIA - (BUSINESS WIRE) - LLR Partners ("LLR") announced today that it has made a growth capital investment in Avenues: The World School, an education organization developing a system of top prekindergarten through 12th grade independent schools in leading cities around the world. LLR is partnering with Liberty Partners and the Company's founders as part of a \$75 million financing to help fund the opening of Avenues' flagship campus in Manhattan, as well as future domestic and international sites.

Avenues, which was founded in 2009 by Benno Schmidt, the former President of Yale University; Chris Whittle, the founder of the Edison Schools (now EdisonLearning); and Alan Greenberg, the former publisher of Esquire, will open its flagship campus in fall 2012 in the Chelsea neighborhood of New York City. Over the next 10 years, the Company plans to open more than 20 campuses within major cities across the world. We are excited about the opportunity to partner with education visionaries such as Chris, Benno, and Alan and be a part of what will become an exceptional, global educational experience," says LLR Partner Seth Lehr, who will join the Company's Board along with David Stienes, Principal at LLR.

"We are excited to offer parents what we see as a truly unique vision," says Chris Whittle, CEO of Avenues. "In many of the world's largest cities, the demand for high quality education greatly outstrips the supply. Avenues' schools will provide students with the tools they need to be successful in this increasingly global world."

About LLR Partners

LLR Partners, a leading private equity firm based in Philadelphia, provides capital to middle market growth companies with proven business models in a broad range of industries including healthcare, financial, consumer and business services, information technology, specialty retail and education. With over \$1.4 billion under management, LLR is flexible in its approach, taking minority or majority positions, and leading transactions ranging from expansion and growth capital to shareholder recapitalizations and buyouts. For more information about LLR, please visit www.llrpartners.com.

Answers.com Acquired By AFCV Holdings For \$127 Million

As the social Q&A space heats up, with a lot of attention going to new sites like Quora and the mobile searcher ChaCha, Answers.com ([NSDQ: ANSW](#)) has decided to sell itself to PE firm AFCV Holdings for \$127 million in an all stock deal. The transaction is expected to close sometime in Q2.

Unlike Quora and Facebook's Q&A, service, which relies on a dialog among people within a social network, Answers.com combines responses from general internet users with information from reference sites like Wikipedia, the Encyclopedia Britannica, and the American Heritage Dictionary.

Answers.com has been around a while and has been trying to ride this latest wave of interest in the Q&A format. The other established entity in the space, IAC's Ask.com, has tried several different formats to turn itself into a stronger business, but has had difficulty gaining traction.

It's not clear what AFCV plans to do with Answers.com, but at least the timing is right to try something new.

Reply.com Acquires Mobile App Development Platform

San Ramon, CA—February 4, 2011—Reply.com, the leading auction marketplace for the acquisition of locally-targeted and category specific customer prospects, today announced the acquisition of adHUBs, a leading publisher of mobile applications. The acquisition of adHUBs allows Reply! to increase organic traffic from a fast growing source, aggressively grow its presence in mobile, and maximize its supply of locally-targeted consumer prospects through the auction marketplace to all its advertisers. Terms of the transaction were not disclosed.

“Mobile is inherently locally-targeted,” said Reply.com founder and CEO Payam Zamani. “We intend to become the largest provider of locally-targeted, mobile consumer traffic to our advertisers.”

adHUBs has grown rapidly and currently offers over 1000 apps for iPhone and Android devices. Thus far, over 3.5 million adHUBs apps have been downloaded and last quarter the platform generated over one billion advertising impressions.

As part of this acquisition Reza Hajebi, a co-founder of adHUBs and former head of Infrastructure Technologies at Yahoo, has joined Reply! as Chief Technology Officer. JP Novin, also a co-founder and CEO of adHUBs, has joined Reply! as Vice President, Mobile, and will lead the company’s mobile strategies.

Reply! also announced that Saints Capital has purchased \$10 million of Reply! common stock from existing shareholders. “We’ve been impressed by Reply!’s unique strategy for capturing the leading position in the fast-growing online local marketing industry,” said Brian DiLaura, Director at Saints Capital. “We think Reply!’s marketplace and its demonstrated growth is a testament to the effectiveness of its offering.”

Fundraising to lift Spotify to \$1bn valuation

Spotify, the Anglo-Swedish digital jukebox service, is close to raising a large, new round of funding at a \$1bn valuation, led by Digital Sky Technologies Global, the Russian investor.

The transaction, which is yet to be finalised, is likely to include input from other investors to raise about \$100m in total, according to people familiar with the negotiations, making it the digital music company's largest round to date.

It would put Spotify in an elite group of European internet companies to achieve a billion-dollar valuation, in spite of [still being lossmaking](#). The funds will [help it to challenge Apple](#)'s iTunes as the dominant retailer of music online and to launch new services, people familiar with its strategy said.

DST Global, which listed its Russian internet business, [Mail.ru](#), in London last year, has invested in several leading digital media companies, including Facebook, Groupon and Zynga.

Spotify, which was founded in 2006 by Daniel Ek and Martin Lorentzon, has its headquarters in the UK, with its main technical team in Stockholm. [Existing investors](#) include Li Ka-shing, the Hong Kong telecoms billionaire; Wellington Partners, a London-based venture capital firm; and Northzone Ventures, a Nordic investor.

More than 10m people across European countries use its advertising-supported service to listen to a catalogue of 10m tracks for free, on-demand over the internet. But it has attracted fewer than 1m paying subscribers to its mobile and ad-free premium service, a conversion rate that concerns some record labels investors in the company.

Concern over its business model and the probable returns for artists and labels has [held up a planned launch in the US for more than a year](#), although it is now starting to secure contracts with US labels. Spotify has not commented on Apple's [planned 30 per cent commission on subscriptions](#) through its iPhone app store, which some analysts say could undermine the economics of many digital music services.

Auditors to [Spotify's latest accounts](#), published in the UK last November, warned the company could struggle to continue as a going concern; the company said then that it was negotiating further funding to support its "ambitious growth plans".

The accounts showed Spotify lost £16.6m in the UK in 2009, on revenues of £11.3m, prompting some observers to suggest its fundraising fuelled concerns of a bubble in tech valuations.

"\$1bn is pretty frothy for a loss-making business, whilst growing fast," said one venture-capital investor in a rival music service.

Pär-Jörgen Pärson, a partner at Northzone and a Spotify director, declined to comment on news of the fundraising, which was first reported by the [Techcrunch](#) blog.

"Spotify has always kept an eye open for strong partners to build its business around," he said. "I think the company is doing marvellous things in the European market. It deserves to be treated like one of the true game changers in the internet right now."

One Of Russia's Leading Sports Sites Sells To Ukraine

Russian sports news site [Sports.ru](#)'s founders are selling to **United Media Holding** of Ukraine for between \$1.5 million and \$2.5 million, RBC reports ([via Quintura](#)).

[Quintura says](#): "Founded in 1998, Sports.ru is one of the leading sports news websites in Russia. Sports.ru reported 3 million monthly unique users and 90 million monthly page views last November, according to Google ([NSDQ: GOOG](#)) Analytics. Its monthly audience reached 1.4 million, according to TNS Web Index."

UMH is a multi-media holding company active in TV, print, radio, magazines and, since 2007, the web. It operates the [Football.ua](#) portal, [High Way](#) social journalism site, and business news site [Dengi.ua](#), amongst others.

Another Russian sports site is [Championat.ru](#), operated by LiveJournal owner Sup, whose business development director [joined UMH](#) ahead of this acquisition in January.

"We are going to consolidate the leading position among Internet holdings of Ukraine by the end of 2012 and significantly increase presence in Russia," UMH president Boris Lozhkin said at the time

Generation Zero Group acquires physician online job board PhysicianWork.com

Generation Zero Group's newly formed wholly-owned subsidiary MedicalWork has merged with StaffMD. As a result of the merger, the Company acquired StaffMD's business known as **PhysicianWork.com**, which is a leading online job-posting website for physicians. PhysicianWork.com has been in business in excess of ten years, and its online job network also includes DoctorWork.com and LocumTenensWork.com.

In addition to the job posting business, the Company acquired StaffMD's portfolio of domain names. This portfolio includes the URL PhysicianJobs.com which is currently directed to PhysicianWork.com. Jeffrey Sisk, the founder of PhysicianWork.com will remain in charge of MedicalWork, LLC, and the PhysicianWork.com business after the merger.

The Company intends to aggressively manage PhysicianWork.com as the online recruiting market continues to expand. PhysicianWork will remain focused solely on the physician community. The Company intends to monetize the portfolio of URL's that were acquired in the transaction which include PhysicianJobs.com. This process may include licensing the URL's or developing the URL's internally or in some type of joint venture.

Commenting on the announcements, Generation Zero Group, Inc. Chief Executive Officer Matthew Krieg added, "Jeff Sisk has done a great job of building PhysicianWork.com into a leader in its field. PhysicianWork's annual revenues have ranged between \$700,000 and \$1.7 million over the last five years and it is a high margin business. We are focused on keeping the revenues at or above the high end of this range and utilizing the portfolio of URLs we acquired to develop new revenue sources. If we are able to meet our goals with this acquisition and the Find.com acquisition from last summer, we hope to look to move the Company to a listing on a higher exchange as soon as we can meet the particular exchange's criteria."

BUZZMEDIA acquires women’s entertainment & lifestyle website The Frisky from Turner Broadcasting

BUZZMEDIA has acquired [The Frisky](#) from Turner Broadcasting System. Launched in 2008, and focused on entertainment news, celebrity, fashion and women’s lifestyle, The Frisky had more than 2 million average monthly readers in 2010 (as measured by comScore) and fits with BUZZMEDIA’s portfolio of digital pop culture brands like Celebuzz, JustJared, Buzznet, Concrete Loop, Stereogum, TheSuperficial, SocialiteLife and GoFugYourself.

“As with other BUZZMEDIA brands, The Frisky has a trusted voice that millions have invited into their daily lives,” said Doug Rohrer, BUZZMEDIA’s Chief Revenue Officer. “Its users chase the intelligence, maturity and humor of its content, and this connection serves as the foundation for the high engagement and influence that are the core of BUZZMEDIA’s work.”

DMN3 Acquires Digital Agency SPUR INTERACTIVE

Texas-based marketing firms **DMN3** has acquired **SPUR INTERACTIVE**. the combined business will operate under the DMN3 name.

“SPUR INTERACTIVE is a perfect addition to DMN3. Not only will it enhance our digital marketing capabilities for our existing clients, but it will add new marketing services for the SPUR clientele as well,” said DMN3 Founder and CEO, Pamela Lockard.

Established in 1992, DMN3 has offices in Houston and Dallas, TX and focuses on the energy, financial and health care industries. DMN3 clients include Reliant Energy, KelseyCare Advantage and American Airlines Federal Credit Union.

The SPUR purchase brings a new talent pool and client base to DMN3, including ConocoPhillips, Star Furniture and The Scooter Store. Among the digital team joining DMN3 is Sara Stiles. She assumed a co-director role at SPUR a year ago and will add her digital and social media expertise as Director of Online Services at DMN3. Steve Latham founded SPUR eight years ago and will remain in an advisory position through the transition for SPUR clients.

UberMedia close to acquiring TweetDeck

According to the [Financial Times](#), who quote people “people familiar with the negotiations.”, [UberMedia](#) is close to completing the acquisition of London based [TweetDeck](#).

TweetDeck was first launched in 2008 by [Iain Dodsworth](#), it is personal browser for connecting across Twitter, Facebook, MySpace, LinkedIn and more. Investors include the Accelerator Group, Betaworks and ProFounders Capital.

TweetDeck has raised \$3.5m but as yet has not generated significant revenues. The transaction would value the company at \$25m-\$30m.

UberMedia has also acquired UberTwitter, Echofon, and Twidroyd. UberMedia is headquartered at Idealab (www.idealab.com) in Pasadena, CA.

BBCWW To Buy Out Rest Of Lonely Planet

BBC Worldwide is paying A\$67.2m (£42.1m) to acquire the 25% of travel guide publisher **Lonely Planet** that it does not already own.

Tony and Maureen Wheeler, who co-founded the Australian travel publisher in 1973, have exercised a put option on their remaining stake as agreed when the controversial deal for the BBC's commercial arm to buy 75% of the company was struck in 2007.

“The put option enabled us to benefit from the Wheelers’ experience over the last three and a half years,” said Marcus Arthur, chairman of Lonely Planet and managing director of BBC Worldwide’s global brands division. “They have supported Lonely Planet’s ongoing migration from a traditional book publisher to a multi-platform brand.”

In October 2007, the corporation acquired a 75% stake in Lonely Planet for £88.1m, a move that sparked widespread criticism from rival media companies – including Tony Elliott’s Time ([NYSE: TWX](#)) Out and Guardian Media Group, which publishes MediaGuardian.co.uk – that it was going well beyond its remit of focusing on exploiting BBC programmes or content.

While senior management has always defended the decision to buy Lonely Planet, the acquisition resulted in the BBC Trust ruling that the corporation’s commercial arm must not undertake similar acquisitions in the future unless there are “exceptional circumstances”. BBC Worldwide has grown the Lonely Planet business significantly following a difficult time after the acquisition when poor trading conditions led the operation to report a £3.2m loss in the year to the end of March 2009.

A strategy to grow non-print revenues – digital revenues rose 37% year-on-year in the 12 months to the end of March 2010 – and spin-off products such as a Lonely Planet magazine has pushed the business back into the black with profits of £1.9m.

Lonely Planet’s non-print revenues have grown from 9% in 2007 to 22% in the year to the end of March 2010, with a digital presence that includes 140 apps and 8.5 million unique users for lonelyplanet.com, home of the Thorntree travel forum.

Peter Phippen, the managing director of BBC magazines, described Lonely Planet magazine as the “star of the show” among the division’s titles in terms of the latest Audit Bureau of Circulations figures for the second half of 2010, published yesterday.

Lonely Planet magazine, which launched in 2008 and now has eight editions in print globally, reported a 33.4% year-on-year increase in circulation in the UK and Ireland. The title, which had a circulation of 60,106, also grew 9.9% period-on-period.

The company publishes more than 500 travel-related titles as well as producing TV programming such as Lonely Planet Six Degrees for Discovery Networks.

Mediabistro Acquires European Semantic Technology Conference

NEW YORK --(BUSINESS WIRE)-- **Mediabistro.com** (a division of WebMediaBrands Inc., Nasdaq: WEBM) today announced that it has acquired the trade show and related assets of the **European Semantic Technology Conference** from Semantic Technology Institute International of Vienna, Austria. **Alexander Wahler, John Davies** and STI will continue as consultants to ESTC. The European Semantic Technology Conference is the biggest industry trade show focusing on Semantic Technology in Europe. Terms of the acquisition were not disclosed.

"The ESTC acquisition when combined with our ownership of SemTech (the Semantic Technology Conference) San Francisco and our planned SemTech London and SemTech Washington, DC this year means that Mediabistro is now the dominant provider of trade shows and conferences in the rapidly evolving field of the Semantic Web," stated Alan M. Meckler, Chairman and CEO of WebMediaBrands Inc. "We anticipate running the European Semantic Technology Conference in Germany or Austria starting in 2012 while also adding a soon to be announced Asian version for a total of five annual SemTech trade shows. At the same time, we are rapidly expanding coverage of daily news and analysis of the Semantic Web with our fast growing blog www.semanticweb.com."

Adams Capital Joins \$40M Series C for BookRenter

BookRenter, the largest and fastest growing online textbook platform, today announced it received **\$40 million** in Series C financing from new and existing venture partners Adams Capital Management, Comerica Bank, Focus Ventures, Lighthouse Capital Partners, Norwest Venture Partners, and Storm Ventures.

Since enabling college stores to launch their own textbook rental site, the BookRenter Platform has gained tremendous traction with schools looking to reduce the cost of education for their students. Over 560 college bookstores that serve six million students are using BookRenter for their online textbook rentals, including eight of the ten largest independent bookstores. This growth is propelling the company to expand by 600% year-over-year and saving students \$45 million in the past six months alone. The new round of funding will drive product innovation helping to enable BookRenter store partners to bring affordable education to their students.

BookRenter has also become the partner of choice for associations and educational service companies, as exemplified by its exclusive relationship with the National Association of College Stores (NACS), which was also announced today (see separate press release for details).

"In 2011, we'll continue to help schools reduce the cost of education for their students, and enable store partners to deliver the best quality of service on campus," said **Mehdi Maghsoodnia**, Chief Executive Officer of BookRenter. "Students want to shop locally, but also want the best deal. BookRenter will continue to innovate and enable our partners to offer the best of both worlds, fulfilling our mission of making education more affordable and accessible for millions of students."

BookRenter is the only provider offering schools a full-service, branded textbook rental solution while delivering what students want most from their store - the largest selection of titles in the industry (5.5 million), at the best price, and with the highest level of service. Through BookRenter's RapidReturns™ service, students can easily return their rented textbooks at participating college stores, who benefit from increased buyback activity and merchandise transactions. This high quality of service and customer satisfaction is helping stores win back their customers, reversing the trend of students shopping elsewhere for their textbooks.

"BookRenter is redefining how college campuses can help reduce the cost of education," said **Sergio Monsalve**, Norwest Venture Partners (NVP). "Students everywhere are seeking a more affordable education, while colleges must adopt innovative technologies to better serve students and help make their education costs less prohibitive. BookRenter has made this vision a reality for universities and students across the country and we believe there will be continued mass adoption in the coming year."

By standardizing on the BookRenter Platform, college stores are positioning themselves for long-term success. According to NACS' OnCampus Research from January 2011, compared to last year, customers of stores that offer BookRenter rentals are 21% more likely to rent from their college store and 10% more likely to shop at the bookstore for items other than textbooks.

"We are pleased to be partnering with a company whose primary focus is helping our members succeed through continuous product and service innovation," said Brian E. Cartier, Chief Executive Officer of NACS Inc. "As BookRenter brings its leading platform to more and more

campuses nationwide, it helps our members lower students' cost of education. We have been impressed with how their services have been viewed by campus administrators."

PERFORM acquires Goal.com

[PERFORM](#) has acquired [Goal.com](#), the world's largest football (soccer) portal, from a consortium of investors including Bessemer Venture Partners.

The deal is a major development for PERFORM, rapidly increasing its scale and reach in the global digital sports market to over 95 million users a month.

Over the last three years, Goal.com has used its strong brand and broad news coverage in fifteen languages to build up a leading position in the online football portal market. In January 2011, Goal.com was visited by 19.4 million unique users (Comscore).

PERFORM will integrate its live sports data (GSM), video news (OMNISPORT), video highlights (ePlayer) and live streaming (LIVESPORT.TV) from its catalogue of over 40 different football leagues and competitions.

Goal's CEO, Ron Elwell, commented. "Over the last 5 years, Goal.com has grown from nothing to the largest football site in the world, reaching tens of millions of passionate fans thanks to the vision of our founder, Gian Luigi Longinotti-Buitoni. The acquisition by PERFORM provides a great platform for the continued growth of the site with the addition of world class video content and I'm sure it will continue to be a fantastic business." Michael Simpson, one of Goal.com's original founders assumes the role of Senior Vice President for Product and Content, Jonathan Gamble becomes Senior Vice President for Commercial and Sales and Scott Rothrock will continue as Chief Technology Officer of Goal.com. All three members will report to Simon Denyer, joint-CEO, PERFORM.

UK, Middlesex & USA, Waltham, MA

Omnicom Group’s Diversified Agency Services acquires The Modellers, marketing research firm

Omnicom Group’s Diversified Agency Services has acquired marketing research company **The Modellers**. The Modellers will continue to service clients from its Salt Lake City headquarters.

“We’re extremely pleased to have The Modellers become part of DAS,” said Thomas Harrison, Chairman and CEO of DAS. “Their unique and powerful capabilities are exciting and the need in the marketplace for the kinds of insights that can only come from the smart application of advanced analytics is growing. The Modellers enhance our capability to offer cutting-edge services to help our clients succeed in this demanding and ever changing environment.”

Local.com to acquire the assets of Rovion

Local.com Corporation is to acquire the assets of Rovion, a wholly-owned subsidiary of DigitalPost Interactive.

Rovion is a rich media advertising company which sells, creates, delivers and tracks rich media advertising including animated and video-based ads for local and national advertisers, including CBS Radio, Cisco and LendingTree.

Under the terms of the agreement, Local.com will acquire the assets of Rovion for \$1.5 million in cash with an earnout of up to \$7 million in cash and/or stock if certain performance criteria are met in the three-year period following the closing. The transaction is expected to close within approximately 90 days.

NY Times Co. sells Marlborough website

Boston Business Journal - by Julie M. Donnelly

The [New York Times Co.](#) (NYSE: NYT) has sold a website designed to help patients compare health care providers to Lyndhurst, N.J.-based [MDx Medical Inc.](#)

Marlborough, Mass.-based UCompareHealthCare.com provides interactive tools to help consumers to find and compare health care services, health care providers and health care facilities. MDxMedical is the parent company of Vitals.com, a website that allows users to rate doctors.

“Combined, the UCompare and Vitals.com Web sites are visited more than 100 million times annually by patients. They use the sites to make more informed and intelligent decisions about their doctors, hospitals and other health care facilities,” Mitch Rothschild, CEO of MDx Medical, said in a statement. “With this acquisition, we’ll have the scale to make health care access simpler and more transparent for the consumer-patient. We’ll be introducing powerful Web-based and mobile applications so patients can access better quality care more conveniently.”

The New York Times Co., which also owns the [Boston Globe](#), acquired UCompareHealthCare.com in March 2007 to support the health section of its About.com website. The financial terms of the deal, which has already closed, were not disclosed.

BIA Digital Partners Provides Investment Backing glendonTodd Capital's Acquisition of Chemical Information Services

CHANTILLY, VA, February 28, 2011 - BIA Digital Partners announced today its investment backing the acquisition of Chemical Information Services (CIS) from Vendome Group by glendonTodd Capital, Hoak & Co., and other investors. glendonTodd Capital LLC, is a private investment firm that focuses on middle market technology-enabled business services companies. Based in Dallas, Texas, CIS is the essential, most trusted provider of information services to the pharmaceutical and chemical industries in more than 140 countries worldwide. CIS has served procurement and sourcing specialists for more than 40 years through its proprietary Directory of World Chemical Producers (DWCP) and other databases.

The F&M Bank & Trust Company is the senior lender for the transaction; BIA Digital Partners provided mezzanine and equity investment. Vendome Group was advised by MHT Partners.

“We at glendonTodd Capital LLC are pleased to have led an investor group in the successful acquisition of CIS, an established company that presents a strong platform for significant growth opportunities to further build upon its 40-year position as a leading source of insights and services to the chemical and pharmaceutical industries,” said Todd Furniss, Managing Partner of glendonTodd Capital LLC. “We are most appreciative of BIA Digital Partners responsiveness and their experience with technology-enabled business services businesses. They were instrumental in enabling us to move the transaction forward in a diligent and timely manner.”

“BIA Digital Partners has invested in a number of information services companies, and we find CIS to have a loyal and growing customer base in an important, global industry sector”, stated Scott Chappell, Principal of BIA Digital Partners. “We believe the management team will utilize the growth capital provided by us and the other investors to continue adding functionality and thus maximize the value of CIS to its customers. The glendonTodd Capital team has crafted a confident growth plan for 2011 and beyond which the CIS management team has enthusiastically adopted. We look forward to a long and profitable relationship with CIS.”

For additional information on BIA Digital Partners, please contact Scott Chappell or Gretchen Dowling at (703) 227-9600 or visit our website at www.biadp.com.

UBM disposes of UK licensed trade portfolio

United Business Media Limited today announces that it has signed an agreement to dispose of its UK licensed trade portfolio to **William Reed** for an initial cash consideration of £1.5m and further deferred performance-related consideration of up to £150,000. UBM is selling the portfolio on behalf of its UBM Connect division. The transaction is expected to close within a month, subject to the conclusion of a TUPE consultation process.

The sale of the portfolio – which comprises The Publican print magazine title, websites and awards event, together with the Theme and Bar Show brands – augments William Reed’s existing portfolio serving this market.

This transaction involves a total of 14 staff transferring to William Reed in accordance with the application of TUPE.

SunGard Acquires PredictiveMetrics to Broaden the AvantGard Suite and Expand into Trade Credit Liquidity

SunGard today announced that it has acquired PredictiveMetrics, a provider of predictive scoring and analytical services for trade credit, debt collections, utilities and other markets. The acquisition will help extend SunGard’s AvantGard suite of receivables solutions to offer statistical scoring services that help organizations proactively analyze the credit and collection worthiness and likelihood of delinquency or payment across their receivables portfolio. The acquisition, the terms of which were not disclosed, is not expected to have a material impact on SunGard’s financial results.

PredictiveMetrics’ core services around credit and collection analyses will become part of SunGard’s AvantGard Receivables solution and will be marketed under the AvantGard Receivables brand. SunGard will continue to support the core markets including business-to-business, utilities and debt collection agencies. The predictive modeling solution will also be leveraged to build a new offering for trade credit liquidity decisioning across the receivables portfolio. This will help companies and lenders apply modeling to appropriately evaluate risk and liquidity, helping them better leverage key instruments such as credit insurance, collateralized lending, dynamic discounting, securitization, invoice financing and first / third party outsourcing.

Michael Banasiak, president, PredictiveMetrics, said, “Being part of SunGard will help us offer increased flexibility and choice to the credit and collections community. We are very pleased to expand into new areas such as trade credit liquidity in order to deliver more sophisticated solutions for optimized liquidity management.” Mike Banasiak will join SunGard as part of the AvantGard team.

C.J. Wimley, executive vice president, trade credit liquidity solutions for SunGard’s AvantGard business unit, said, “The acquisition of PredictiveMetrics is a strategic step forward in our long-term plan to help companies manage their receivables as a capital investment. Performing predictive analytics across the receivables portfolio helps companies mitigate corporate credit risk and gain valuable insight for improved decision-making.”

Why Disney Bought Togetherville

Walt Disney Co. ([NYSE: DIS](#)) has acquired kids-oriented social network Togetherville, which TechCrunch [first reported](#) and confirmed. The purchase falls right in line with two of the priorities Disney set forward at its [investors conference](#) last week: dominate the market for websites targeting mothers and their children and maintain high visibility across social media.

Togetherville has been described as “training wheels for social networks,” employing a user interface simple for youngsters not quite ripe for Facebook to interact in a safe environment. The site just launched last year.

It’s unknown whether the acquisition was set in motion before the shakeup at Disney’s internet division, Disney Interactive Media Group, that saw new leadership come in late last year. But James Pitaro, co-president of DIMG and overseer of its online, mobile and social initiatives, recently noted he was looking to make changes at what’s been called the Disney Mom and Family portfolio of sites, which include FamilyFun.com, Kaboose.com and BabyZone.com.

Putting Togetherville.com in the mix could go a long way toward meeting what Pitaro described as huge demand from advertisers to target users across that range of sites. It will probably also work well in tandem with another Disney acquisition, Digisync, which has been a creative force in making Disney a strong player on Facebook. The firm has been credited with hatching 200 branded pages across Facebook that have netted the company 125 million fans.

It’s a safe bet that Togetherville will likely fall under the oversight of Brooke Chaffin, who was just [brought in](#) as senior vice president of women and family by Pitaro, who used to work with her at Yahoo’s media group.

Financial terms of the deal were not disclosed.

Dex One Sells Business.com To B-To-B Lead Site Resource Nation

Dex One, which [announced](#) it would be shutting down its Business.com operations last fall, is now selling the brand name and related assets of the business search engine to b-to-b lead generation company [Resource Nation](#). A purchase price was not disclosed, although it is likely a steep discount to the \$345 million Dex One paid for Business.com three-and-half years ago considering Dex One had publicly stated that its Business.com operations were not “viable.” PE firm JMI Equity has provided cash to **Resource Nation** to fund the purchase.

It sounds from [the announcement](#) as though the transaction will preserve much of Business.com. Dex One had said in November it would phase out the business and only hold on to the brand name and URL. Resource Nation however says it will keep “a number” of Business.com employees and integrate Business.com into Resource Nation.

It will also operate Business.com “under its distinct brand name.” That’s not surprising, considering the value of the Business.com domain name. The company’s founders purchased the Business.com URL for \$7.5 million in 1999, making it one of the biggest domain sales to date.

Active Network Expands into Faith Market with Acquisition of Leading Church Management Software Provider Fellowship Technologies

SAN DIEGO, CA – February 8, 2011 – Active Network, a technology and media company, announced today that it has acquired online church management software provider (ChMS) **Fellowship Technologies**. As a result of the acquisition of this Software as a Service (SaaS) company, [Active Network](#) will expand its technology offerings within the faith industry and provide a comprehensive suite of solutions for these community organizations.

According to multiple research sources there are more than 300,000 churches in North America alone. As the largest provider of SaaS solutions to the faith-based market, Fellowship Technologies counts more than 1,700 churches as clients, including 36 percent of North America's largest churches.

"Fellowship Technologies has been a valued partner in ministry with LifeChurch.tv for over 3 years. Their passion for leveraging technology for churches to connect with people and communities matches well with the mission of our church," said Bobby Gruenewald, pastor, innovation leader at LifeChurch.tv. "We are excited about what the combination of Fellowship Technologies and Active Network holds for our church and others."

Active Network provides a wide range of technology and marketing solutions that enable organizations to grow revenues and operate more efficiently. Active's solutions include online registration, event and activity management, online donations, website content management, childcare management and more. The company operates Active.com and other media properties which are the leading sites for people to find and register for the activities and events they love to do. In addition to serving more than 3,000 community- and faith-based organizations, Active Network clients also span the sports and outdoors markets.

"Active Network's products and services connect people with the activities they love, want and need to do, including participation in faith-based activities," said Matt Ehrlichman, executive vice president of strategy at Active Network. "We are very excited to advance Fellowship Technologies' mission of empowering church communities through advanced technology. We are equally excited to find ways to help these churches grow."

Jeff Hook, president and CEO of Fellowship Technologies said, "We still have the same God-sized vision and we still have the same management team and staff. With this acquisition, however, we believe churches across the globe will be better served, and we can improve the scale and quality of the solutions available. The one thing we all refuse to do is harm the authenticity of the organization and our mission to help churches with their mission of serving the Church. Joining with Active Network will accelerate our efforts to raise the bar... again."

Max Media Group, Inc. Acquires www.PatriotsTV.com

PALM HARBOR, Fla., Feb. 24, 2011 /PRNewswire/ -- Max Media Group, Inc. (Pink Sheets:MXMI.pk - News), announced today that it has closed the acquisition of www.PatriotsTV.com, an investigative reporting-focused company providing the latest news about Homeland Security, America's Most Wanted Terrorists, and the 9-11 conspiracy.

James Grady CEO of MXMI. stated, "Wes and www.patriotstv.com brings a valuable asset in our news and information division. Wes' contacts both domestic and abroad give him access to very high level officials that enable him to create exclusive breaking news in the fight against terrorism. This acquisition is another example of our business model and how we will continue to grow. We seek companies and content producers to add value to our growing media network! "

Wesley T. Rodgers, founder of PatriotsTV stated, "I am excited to be part of the Max Media team! After lengthy conversations with Jim about the MXMI plan I was convinced that we share the same vision about how news and information will be presented and consumed. The ability to combine the written word with pictures and video surely is the future in journalism. "

Additionally, Grady addressed recent activity regarding MXMI share structure and shareholders concerns by stating, "There has been speculation amongst shareholders that the Company issued stock and sold shares. The increase in our float was caused by removal of a restrictive legend on shares issued for an acquisition 14 months ago."

Outdoor Channel Holdings Acquires MyOutdoorTV.com

Outdoor Channel Holdings has acquired MyOutdoorTV.com, an online provider of hunting, fishing and shooting content. The site, which has a dedicated library of more than 300 television shows and 8,400 online videos on the outdoor lifestyle, will join Outdoor Channel's digital network of web sites, including OutdoorChannel.com, Downrange.tv, Cascity.com, Lake-link.com and OutdoorChannelOutfitters.com, to create one of the top online networks for outdoor enthusiasts. Terms of the transaction were not disclosed.

Launched in 2006, MyOutdoorTV.com offers a variety of long form programming in the hunting, shooting, fishing and conservation categories produced by legendary outdoor personalities, such as Bill Dance. It also features short form content, including more than 400 "how to" and gear reviews along with educational and wildlife refuge videos through its partnership with the U.S. Fish and Wildlife Service and over 35 state agencies. MyOutdoorTV has included Ford, Sprint, Cabela's, Evinrude, U.S. Army, and Arctic Cat among its advertisers. In 2009, its top performing year, MyOutdoorTV garnered a total of 1.4 million unique visits and 7.7 million page views.

"MyOutdoorTV is a well-recognized player in the digital outdoor space, and as a leading multiplatform provider of content for outdoor enthusiasts, adding MyOutdoorTV to Outdoor Channel's portfolio aggressively expands our digital footprint while also strengthening our online content library," said Tom Hornish, Chief Operating Officer, Outdoor Channel. "This acquisition combines two powerful outdoor content sites and continues our strategy of maximizing the ongoing appeal of the Outdoor Channel brand, celebrity power and our high quality cross platform programming for our viewers, producers and advertisers."

OutdoorChannel.com serves as the anchor property in Outdoor Channel's digital network – a digital network that, according to comScore, attracted a total of 13 million unique visits, 73 million page views and 21 million visitors in 2010. In December 2010, Outdoor Channel's digital network ranked among the top 8 percent of all properties and web sites in comScore's sports category.

Chris Moise, former Founder and CEO and Dave Barton, Director of Programming at MyOutdoorTV have been working with the Outdoor Channel's digital team to aid with content acquisition and online partnerships. They will now be heavily focused on continuing the growth of MyOutdoorTV.

Teleca acquires SurfKitchen

Mobile services provider [Teleca](#) has acquired UK based [SurfKitchen](#). The company, which has approximately 55 employees, helps mobile operators and their partners overcome the discoverability, usability and fulfillment challenges associated with the delivery of mobile applications and services.

The acquisition strengthens Teleca's ability to offer its products and solutions to the operator market, while SurfKitchen gains access to Teleca's global reach, customer portfolio, cost effective services and scale.

SurfKitchen will stay as an independent business unit within the Teleca organisation. The company will focus globally on the operator segment, concentrating on business development, sales & product R&D. SurfKitchen will leverage Teleca's extensive global services for its customer deployment.

The acquisition fits well into Teleca's strategy of expanding its mobile software outsourcing services to all relevant industries. In 2009, Teleca created a unit to deliver mobile apps, which has already achieved significant customer wins in the media and entertainment industry. Now through SurfKitchen, Teleca can offer the operator segment significant advantages, including complete end-to-end apps solutions, full content and subscriber management services, more than 80% market coverage, a first-rate partner network and increased competitiveness.

"This acquisition brings together two companies with very complementary skill sets", says Michel Quazza, Chairman and CEO of SurfKitchen. "We get access to Teleca's strong presence in the connected devices industry and its extensive partner network, while Teleca can offer its deep knowledge of embedded systems to our operator customers. The result is true end-to-end services that benefit the whole industry and will provide unique differentiation".

Quepasa to acquire Brazilian Social Game Development Studio for \$4 million

[Quepasa Corporation](#), creator and operator of Quepasa.com, the online social network for the Latino community, is to acquire XtFt Games S/S Ltda (XtFt), the owner of substantially all the assets of TechFront Desenvolvimento de Software S/S Ltda ([TechFront](#)), a social game development studio based in Curitiba, Brazil.

Quepasa will acquire XtFt for net consideration of approximately \$4 million, comprised of \$3.7 million in shares of Quepasa common stock (as determined by Quepasa's average closing price over a 10-day period) and a \$300,000 brokerage fee. XtFt's key partners have also been offered option-based retention packages. The transaction will close upon the delivery of all outstanding items outlined in the agreement.

Founded in 2006 as a developer of multiplatform console, Web and mobile games, TechFront began developing social games for the Orkut platform in 2010 in partnership with various international publishers, including U.S.-based eGames.

The acquisition of XtFt will allow its team of 41 full-time game developers to focus on developing culturally relevant social gaming IP for the Quepasa platform and other social networks with audiences in Latin America. The acquisition will also better position Quepasa to capitalize, as both a publisher of social games and a platform for playing social games, on the rapid growth and monetization of social games throughout Latin America.

Quepasa recently reported that its membership base increased 255% in 2010 to total more than 27.2 million registered users. The site added 2.2 million users and generated 16.4 million unique visits in December 2010, compared to 1.2 million new users and 7.1 million unique visits in December 2009. Page views increased to 184 million page views in December 2010 from 175 million in the previous month.

IAC's Match.com acquires OkCupid

[Match.com](#), an operating business of [IAC](#), announce has acquired [OkCupid](#), the U.S. online dating company, for \$50 million in cash, plus potential future payments contingent upon performance.

Over the past 18 months, OkCupid has experienced substantial member growth by establishing a more casual, low-hurdle dating environment that has resonated with younger adults. Unlike IAC's other dating sites, OkCupid generates revenues primarily through advertising, and over the last year has been the fastest growing dating site in the advertising-based category.

"OkCupid has been a real innovator in our space, and the dating environment they've created has struck a chord with a younger demographic. I think it's clearly the best site in its competitive set, with better features and a more distinctive personality than any other advertising-based site," said Greg Blatt, CEO of IAC. "We know that many people who start out on advertising-based sites ultimately develop an appetite for the broader feature set and more committed community, which subscription sites like Match.com and Chemistry.com offer, creating a true complimentary relationship between our various business models. 2010 saw record growth both for Match and OkCupid, and we believe coordinating the adjacent business models will help fuel continued growth for both. This acquisition therefore goes a long way toward our objectives of bringing new people into the online dating world, offering the ability to meet in whatever type of online setting, and at whatever commitment level, our members desire, and facilitating a seamless evolution of the online dating experience without ever having to leave our portfolio of sites."

"We are excited to join forces with Match because it is clear that no company is more committed to helping people find relationships," said Sam Yagan, co-founder and CEO of OkCupid. "This marriage offers us the best of both worlds: the autonomy to continue pursuing OkCupid's original vision and the ability to leverage Match's reach and expertise to grow even faster." Sam Yagan, the co-founder and CEO of OkCupid will continue to run the business and oversee all day-to-day operations from OkCupid's office in New York.

ELITE ACQUIRES KLEINMUNDO TO TAKE FULL ADVANTAGE OF TECHNOLOGY SYNERGIES

Kleinmundo's Automated Data Transformation Solutions Create Significant Efficiencies for Elite Clients

LOS ANGELES, Feb. 16, 2011 – Elite, part of the Business of Law unit of Thomson Reuters, has acquired Kleinmundo, a current Elite partner and innovative technology company that provides the legal market with advanced products and services to solve challenges with collecting and distributing critical business information within a firm or organization. The acquisition will enable deeper integration of Kleinmundo's Datalenz technology, now Elite Design Gallery, with Elite's suite of financial and practice management solutions.

“Since Kleinmundo became a partner last year, we recognized the synergies between our products and businesses to help clients work at a higher level of productivity,” said Kim Massana, president of Elite. “We're delighted to add Kleinmundo to the Elite family, which will enable us to further expand upon the integration of Datalenz with Enterprise and 3E.”

Kleinmundo has pioneered the concept of automated data transformation, which uses the latest technology to transform data produced from a time and billing system into outputs for billing, conflicts of interest and other reporting needs. While other solutions have been available, Datalenz is the first to satisfy clients' requirements for speed and the flexibility to create the custom outputs that support specific and often varied business processes.

“Firms clearly see the need for our type of advanced data transformation software, and Elite has the expertise and resources to significantly extend the functionality of Datalenz for even greater benefits,” said Patrick Langlais, who heads Kleinmundo. “We are happy to enter into this new phase of our relationship with Elite, as automated data transformation can now reach its full potential.”

Kleinmundo was founded in 2006 by Langlais, who will join Elite as director of Data Transformation. Current Kleinmundo employees will stay with the business and become part of Thomson Reuters.

Datong is acquired by Elsevier Datong, provider of drug decision support products in China, is acquired by Elsevier

Datong offers drug decision support software developed for Chinese hospitals to improve drug usage safety and reduce prescription errors

Shanghai, China - Elsevier (www.elsevier.com), the leading global publisher of scientific, technical, and medical information products and services, announced today the acquisition of Shanghai Datong Medical Information Technology Co., Ltd. (<http://www.da-tong.net>), a leading drug decision support provider in China. Datong's products enable Elsevier to enter the emerging clinical decision support (CDS) market in China, helping Chinese hospitals to improve their quality of care through better drug usage and reduced prescription errors.

“For many years, Datong's products have contributed significantly to our hospital's drug usage monitoring system,” said Dr. Yin Yiqing, Head of Fudang Zhongshan Hospital IT center, a leading hospital in China. “We are happy to learn that Datong has joined Elsevier as we believe that together they can develop more advanced products that benefit hospitals and patients.”

Datong's flagship product “Clinical Drug Consultation and Safety Monitoring System” is embedded in the hospital computerized physician order system and provides drug based alerts and warnings at order entry as well as drug reference information. Launched in early 2002, the product is used by hospitals in 123 cities across 29 provinces, autonomous regions and municipal cities in China. Datong's new products “Utilization Analysis and Controls System for Anti-Bacteria Agents” and “Prescription Review and Evaluation Program” are unique tools which help hospitals comply with new drug usage safety regulations.

“Healthcare reform in China has put increasing requirements on Chinese hospitals and pharmacies to reduce drug related medical errors, and improve the cost-effectiveness and efficiency of drug treatment,” said Victor Lam, Managing Director of Elsevier Health Sciences, Greater China & Korea region. “Elsevier-Datong will endeavor to provide better products and services to hospitals, users and health information system partners in the future.”

After the acquisition, Elsevier will integrate its global advanced CDS content and technology with Datong's locally-tailored products and services to help Chinese hospitals and pharmacies to achieve reform objectives.

Datong's original CEO, Mr. Wen Chuanmin, will become the new chief scientist of Elsevier Datong. Mr. Wen said of the acquisition, “We understand our responsibility is as noble and important as physicians'. We will develop more comprehensive information products and services to provide more efficient methodologies for hospital and regulatory bodies to monitor medical safety.”

SkillSoft Acquires Assets of Leadership Video Producer "50 Lessons"

Adds Over 1,000 Videos to Existing Collection to Meet the Demand for Diverse, Trusted Video Based Learning Content

NASHUA, N.H., February 15, 2011 – SkillSoft, a leading SaaS provider of e-learning and performance support solutions for global enterprises, government, education and small to medium-sized businesses, today announced the acquisition of the assets of 50 Lessons Limited, a provider of leadership video content that helps organizations around the world develop their employees by leveraging the power of story-based lessons. SkillSoft intends to market this video content under the 50 Lessons brand name as a distinct SkillSoft content collection that can be licensed standalone or fully integrated with SkillSoft's Leadership Development Channel. The terms of the acquisition were not disclosed.

The 50 Lessons Library, comprising over 1,000 video business lessons from over 200 world-class business leaders, is an important tool for companies looking to develop and deliver highly engaging and effective leadership programs. Many of the speakers featured in the 50 Lessons Library are well-known, C-level executives from around the globe including Jimmy Wales, founder of Wikipedia, Prof. Clayton Christensen of Harvard Business School, Anders Dahlvig from IKEA, and Neville Isdell from the Coca-Cola Company.

"50 Lessons naturally complements SkillSoft's Leadership Development Channel by adding the element of story-telling, which is considered by many to be a very effective and engaging technique for broadening business perspective," said John Ambrose, SkillSoft's senior vice president of strategy, corporate development and emerging business. "More and more organizations are recognizing the obvious benefits of video as a tool to engage and inspire their global workforces."

Reed Exhibitions Acquires Brazilian Energy Event Organizer

Deal gives Reed a stronger foothold in Brazil and adds to its renewable energy event portfolio.

Reed Exhibitions Brazil has purchased Multiplus Fairs and Events, a Sao Paulo State-based organizer of ethanol manufacturing events. Assets in the deal include Fenasucro, the co-located Agrocana, the Brasil Ethanol Tradeshow, and Sucronor.

While the strategic focus of the acquisition centered on the energy events, Multiplus also produces shows in the furniture market, including Movexpo e Brasil, Movinter and Saloao Abimovel, which Multiplus organizes on behalf of a furniture trade association.

Other events in the deal include niche industrial services trade shows and a food service technology event.

Terms of the deal were not released.

"Multiplus is an important step in securing our position in the broader energy market of Brazil and, just as important, it is a key strategic element in our global renewable energy strategy," said Chet Burchett, president of Reed Exhibitions Americas, in a statement. "And Multiplus also puts us into important markets in Brazil's Northeast and the interior of Sao Paulo State, with management that has proven its ability to launch and manage brands across a variety of industry sectors. That's important in our long-term growth goals for Brazil."

Since 2007, Reed's Brazilian event group has grown significantly through acquisition, beginning with a majority interest in Latin American event producer Alcantara Machado, which immediately gave Reed a portfolio of 40 events across a variety of market verticals. A 2009 acquisition of MG Media added the oil and gas and automotive markets to the mix.

The Multiplus executive team will remain in place, as will the company's 38 employees and its Ribeirao Preto headquarters.

Max Media Group Enters Letter of Intent to Acquire Golden Voice Media

PALM HARBOR, Fla., -- Max Media Group, Inc. (Pink Sheets: MXMI), announced today that it has entered a Letter of Intent to acquire majority control of Golden Voice Media, LLC, a multimedia advertising, production and distribution company that owns the Talent Development rights to Ted "Golden Voice" Williams; the homeless man with the Golden Voice that generated national media attention.

GVM develops programming that features exciting and unique television, radio and Internet content that is designed to entertain and empower audiences. GVM has several properties, products and services including:

Ted "Golden Voice" Williams - Celebrity radio personality and internationally recognized voice-over talent; Mr. Williams has executed a Talent Agreement with GVM to provide his talents for use as a revenue generating vehicle for GVM. The Agreement provides for 50% of gross revenue generated for any and all entertainment services, including voice-over work, television and radio production, movie, music and book publishing rights.

GoldenVoicesRadio.com - GVM will launch GoldenVoicesRadio.com the first week of April as its destination site for all of its current and future radio properties and content. As an Internet web portal and online radio network, GV Radio will be the premier destination for online talk radio programming.

Snappy Reports Acquires Zephyr Financial Technologies

Snappy Reports Acquires Zephyr Financial Technologies in Another XBRL Software Deal.

NEW YORK, -- Snappy Reports announced today that it has acquired Zephyr Financial Technologies in a private transaction. Terms of the deal were not disclosed.

The merger integrates all intellectual property pertaining to Zephyr's front-end analytic engine with Snappy Report's back-end XBRL conversion, filing and reporting platform.

Zephyr's CEO and Founder Bryan Feinberg has been appointed CEO of the merged company, which will continue to operate as Snappy Reports. Peter Boritz from Snappy Reports will continue to lead the technology development as CTO and Chief Architect. The company plans to ramp up support via the opening of a NY Office. "We want to be accessible and support any integration at the highest level. Peter has designed a Killer Platform and the market opportunity is substantial. Snappy Reports is one of the richest and most complete XBRL products on the market today. We are right at the front line of the expanding XBRL filing market. It is our vision to build out a world-class company with a suite of best of class products," commented Bryan. "Our DNA is in the Code".

"The opportunity is beginning to scale and fully validates the long tail development cycle of XBRL tagging and access technology. We are talking about a Scaling \$2B+ Market. Our product has a tremendous amount of intelligence under the hood. It's very smart." Both Snappy and Zephyr have been working together for the past 3 years in the joint development of XBRL based technologies.

About Snappy Reports: A leader in XBRL reporting solutions, Snappy Reports is a powerful SAAS based enterprise platform for high throughput applications for financial, government, and publicly traded entities.

Vocus Acquires Facebook Apps Provider North Social

Vocus (NASDAQ: VOCS), a leading provider of cloud-based marketing and PR software, announced today it has acquired North Social, a software company that provides Facebook applications that enable businesses to create, manage and promote their business on Facebook.

North Social offers 19 different Facebook apps delivered in a single self-service subscription, allowing businesses of all sizes to create engaging fan pages and fan experiences. The software allows users to easily set up custom Facebook pages in order to launch social media campaigns, integrate photos and videos, incorporate feeds from sites like Twitter and Yelp, offer sweepstakes, sign up volunteers and more. These applications help businesses increase their fans and Facebook "likes" and more importantly, to engage and transform them into leads and sales.

"Social media is changing the way consumers evaluate and purchase products and Facebook is becoming an increasingly important channel for organizations to engage consumers and influence this new buying cycle," said Rick Rudman, president and CEO of Vocus. "North Social will become an important component of our earned marketing product suite."

North Social is the latest addition to the Vocus earned marketing suite that helps organizations reach and influence buyers across social networks, online and through the media. Earlier this month, Vocus announced it had acquired Engine140, a social media recommendation engine that makes it easy for businesses to build their brand on Twitter and other social networks. In June of 2010, Vocus launched its social media module which allows organizations to listen and engage with customers and influencers across social networks.

"It's about more than just a compelling or a visually appealing Facebook page," says Alex Bernstein, co-founder of North Social. "With more than 600 million users on Facebook, North Social provides organizations with an easy and innovative way to engage customers and drive measurable results on the largest social network platform in the world."

North Social is used by over 1,300 organizations of all sizes and types, including global brands such as Coca-Cola, Sony and Hard Rock Café and smaller organizations such as Falcon Motorcycles, Hello Music and Paint The Moon Photography. North Social's operations and staff will remain in Oakland, California.

Transaction Terms

Vocus acquired substantially all of the assets and assumed certain liabilities of North Social on February 24, 2011. Under the terms of the agreement, Vocus paid \$7 million in cash at close and could pay up to an additional \$18 million of contingent cash consideration over 24 months based on the achievement of certain milestones

NCI to Acquire AdvanceMed

RESTON, Va. --(BUSINESS WIRE)-- NCI, Inc. (NASDAQ:NCIT), a leading provider of information technology (IT), engineering, logistics, and professional services and solutions to U.S. Federal Government agencies, announced today that it has signed a definitive agreement to purchase 100% of the stock of AdvanceMed Corporation, an affiliate of CSC. AdvanceMed is a premier provider of healthcare program integrity services focused on the detection and prevention of fraud, waste, and abuse in healthcare programs. Additional financial and acquisition information will be disclosed upon closing, which is anticipated to occur on or about April 2.

AdvanceMed provides investigative services to Centers for Medicare and Medicaid Services (CMS). Serving CMS since 1999, AdvanceMed has grown rapidly demonstrating the value and return on investment of integrity program activities. AdvanceMed is one of the largest and well-established healthcare integrity program contractors focused on the Federal Government market.

AdvanceMed, employing sophisticated information technology, data mining and data analytical tools, offers a full range of investigative services that support the identification and recovery of inappropriate Medicare and Medicaid funds. Demonstrating its importance to CMS' mission, AdvanceMed supports healthcare programs in 38 states with a staff of more than 450 professionals, including information specialists, nurses, physicians, statisticians, investigators, and other healthcare professionals.

NCI's Chairman and CEO, Charles Narang, said, "The Obama Administration has emphasized reducing fraud, waste, and abuse in Federal entitlements. AdvanceMed is ideally positioned to support the program integrity initiatives of CMS and other Federal Government agencies. They have a strong management and professional team with a solid contract backlog. We are extremely pleased to have AdvanceMed join NCI and believe that this acquisition will provide NCI an outstanding platform to address this rapidly growing market opportunity."

Collective Acquires Oggifinogi

Becomes First to Provide Advertisers with Unified Audience Metrics for In-Banner and In-Stream Video

NEW YORK--(BUSINESS WIRE)--Collective, a full service provider of media and technology solutions for display and video advertising, announced today that it has acquired video advertising platform and services provider, Oggifinogi. The deal furthers Collective's position as a leader in delivering audiences to brand advertisers utilizing unified in-banner and in-stream video ad formats.

"The dramatic growth in video viewership over the past three years led to television quality video being more widely distributed online," said Joe Appendi, CEO, Collective. "The full potential of online video advertising has yet to be unleashed. This acquisition enables us to bring the right mix of art and science to brand advertisers, especially as they rethink their television advertising budget and look to online to complement their broadcast and cable ad spend."

As brand advertisers continue to seek relevant metrics and insight into what factors boost brand awareness, Collective now provides reporting features that make it possible to compare the effectiveness of in-banner and in-stream video. The company is uniquely poised to secure increased online video dollars by providing marketers with measurement programs that help them understand how each impact key brand metrics including lift and awareness.

Collective also makes available Internet Gross Rating Point (iGRP) reporting for all Collective video, rich media and display campaigns. In its study of video advertising trends, Digital Video Advertising Trends 2011, Break Media revealed that the majority of advertisers believe that online advertising should be measured using GRPs, and 47 percent would spend more with online video if it were available.

Oggifinogi is a natural extension of Collective's product suite as the company continues to align its business with meeting brand advertising objectives. Despite the forecasts that online video advertising spending will increase by forty three percent over the next two years, brand advertisers have not yet tapped video's promise. Appendi maintains that more than seventy percent of Collective's business is generated by brand advertisers looking to shift spend from TV budgets.

Oggifinogi provides highly interactive video advertising in both the banner and interactive pre roll space and is recognized for the significant interactive rates that its product drives. Collective's acquisition of Oggifinogi combines audience targeting with engaging ad units, making it possible for AMP clients to more readily tap the benefits of rich media and video ad formats into their existing AMP capabilities. Oggifinogi's platform is already seamlessly integrated into Collective's AMP platform and media network, with more than 300 campaigns executed since 2009.

Based in Bellevue, Washington, Oggifinogi's client roster includes more than 100 companies, including Bing, Best Buy, Sony, NBC, Paramount and others. Its rapid growth is due largely in part to its first-rate customer service, a feature that has also set Collective apart. The synergy between the two in this area will further enhance Collective's reputation for service excellence.

Oggifinogi reaches more than 150 million unique users across more than 2,500 publisher sites, and will continue to operate as a subsidiary of Collective, servicing its existing agencies, advertisers and publishers.

"We are thrilled to become a part of Collective, integrating our creative and technical know-how with Collective's access to publisher, agency and marketer channels," said Michael Hyman, CEO, Oggifinogi. "Together, we can offer a turn-key video advertising solution for brand advertisers".

Versata Enterprises Acquires geoVue

Acquisition Adds to Versata's SaaS Portfolio

AUSTIN, TX -- Versata Enterprises, Inc. (Versata), a leading provider of enterprise software solutions, announced today the acquisition of Boston-based geoVue, Inc. (geoVue), the leading provider of location intelligence, modeling and analysis solutions to retailers, restaurants, and service companies for market ranking, optimization, site selection and sales forecasting. geoVue's products support effective decision making and integrate seamlessly with real estate and marketing processes to deliver exponential ROI.

Versata, based in Austin, Texas, will operate geoVue as a standalone entity. It will leverage a powerful virtual operating model enhanced by vast development resources to accelerate R&D and deliver excellent product. The operating model will bring further standardization and increased focus on geoVue's new SaaS platform.

"The acquisition by Versata provides a powerful foundation for our products as they extend deeper into our clients and their processes," says Jim Stone, geoVue's founder. "I think that our clients can capture even more ROI by changing how they think about solutions such as geoVue. Versata's innovative Customer Success program makes me comfortable that our client relationships will be in good hands."

"geoVue is at a turning point. Its recently developed SaaS platform requires different scale and resources," says Atanas Popov, geoVue's new president. "We bring unmatched software development expertise. I am confident that this, together with our collaborative approach and obsession with value will deliver outstanding results for geoVue's many customers. We are excited to have Jim and his company in our network."

Integration will begin with Versata's Customer Success program, designed to emphasize Versata's intense focus on successful customer relationships and alignment of investments with customer priorities. Versata's focus maximizes customer business impact while facilitating healthy and growing multi-decade relationships.

"geoVue's strong technology and broad customer base of leading retailers and restaurants is a great fit for Versata," commented Jonathan Adler, Managing Director at Madison Park Group, who helped structure the deal. "Versata's financial strength and operational expertise will help to ensure its continued success."

MOVL Acquires Interactiva Colombia

Company Welcomes Charlie Collins as Director of Technology and Doubles Team with Addition of MOVL Colombia

ATLANTA --(BUSINESS WIRE)-- MOVL, the developers of applications for mobile devices and Smart TVs, today announced exciting milestones in the company's rapid growth with the addition of Charlie Collins as director of technology and the acquisition of South America-based app development company Interactiva Colombia. These additions enable MOVL to push forward with an aggressive growth strategy for new application development and brand expansion.

Charlie Collins joins MOVL with several years of experience as a software developer and technology architect with background in a wide range of technologies including Web applications, Web services, desktop applications and mobile. He is also the respected author of *Unlocking Android* and *GWT in Practice* and is a contributor to many open source projects. In his role as director of technology, Collins will build upon MOVL's homegrown Connect® Platform and work directly with the creative team on the development of new applications that enable users to interact with Smart TVs via an iPhone, Blackberry or Android device.

"Bringing Charlie on board will propel MOVL to the next level of application development and his knowledge of the field will be fundamental to us successfully meeting our growth plans," said Juan Pablo Gnecco, CEO of MOVL. "The Smart TV category has so much untapped potential and we are excited to be at the forefront of developing applications that create a truly social experience for the user."

The company has also taken a first step towards its goal of establishing a global presence via the acquisition of application development company Interactiva Colombia, which is now part of the MOVL brand. Based in Colombia and run by a team of talented designers and developers, the group will be led by founder Alex Sosa and cofounder and senior application developer Augusto Ospina. In addition to acquiring intellectual property, staff and office, MOVL will incorporate gaming apps currently in development by the Colombia team into its plans for upcoming innovation announcements.

"The addition of the Colombia team has effectively doubled the size of our company and dramatically increased our opportunity to fast track application development and capitalize on an international footprint to drive growth," commented Gnecco. "We are thrilled to have them on board and look forward to our offices succeeding as an integrated group with an international culture."

In January the company's WeDraw application won the Samsung "Free the TV Challenge," a contest designed to find the world's most innovative applications for Smart TVs. For more information, visit www.movl.com, follow them on Twitter @thinkmovl or on Facebook at www.facebook.com/MOVL.

Harris Corporation to Acquire Carefx

MELBOURNE, Fla. and SCOTTSDALE, Ariz. --

Highlights:

- Acquisition will expand Harris' ability to provide "trusted solutions at the intersection of life and data" to government and commercial healthcare providers
- Carefx solution suite used by more than 800 hospitals, healthcare systems and health information exchanges across North America, Europe and Asia
- Fusionfx™ platform gives caregivers a unified view of patient data -- reducing errors and increasing productivity

Harris Corporation (NYSE: HRS), an international communications and information technology company, has entered into a definitive agreement to acquire privately held Carefx Corporation, a leading provider of interoperability workflow solutions built on its popular Fusionfx platform. The acquisition will expand Harris' capabilities in government healthcare, provide an entry into the commercial healthcare market, and strengthen its overall position as a leading provider of interoperability solutions.

Founded in 2002, Carefx is headquartered in Scottsdale, Arizona and has nearly 250 employees worldwide. The company's Fusionfx platform is an interoperable, intuitive solution suite that incorporates the latest standards-based technologies and industry best practices to streamline retrieval, access and use of patient information. Fusionfx aggregates patient information across existing systems and delivers it in a single, clear, clinically relevant view to physicians at the point of care -- enabling them to offer a more consistent, higher quality experience for the patient, reducing clinical errors and increasing individual productivity.

The Fusionfx platform is used in more than 800 hospitals, healthcare systems, and health information exchanges across North America, Europe and Asia. Carefx customers include the Boston Medical Center, Emory University Hospital, Northwestern Medical Hospital, the Louisiana Rural Health Information Exchange, Johns Hopkins Health System and Cambridge University Hospitals.

Carefx also partners with the industry's leading infrastructure and healthcare information technology vendors, including Cerner, GE Healthcare, IBM and Oracle.

"This acquisition will enable Harris to provide an expanded range of interoperability solutions to both government and commercial healthcare providers," said Howard L. Lance, chairman, president and chief executive officer, Harris Corporation. "Carefx serves high-growth markets. Their product suite and sales channels will position Harris to deliver trusted, comprehensive workflow integration that ultimately leads to better care and lower healthcare costs."

"Carefx has been transforming the way hospitals and healthcare providers achieve interoperability between disparate systems - and achieve federal requirements for Meaningful Use," said Jim Traficant, vice president and general manager, Harris Healthcare Solutions. "By giving clinicians the information they need - where and when they need it - the Fusionfx solution suite creates a seamless end-user experience."

Under the terms of the agreement, Harris will purchase Carefx for \$155 million in cash, subject to post-closing adjustments. The acquisition of Carefx is subject to customary closing conditions and is expected to close in the fourth quarter of fiscal year 2011. Harris will finance the acquisition using a combination of cash on hand and commercial paper.

Harris has provided interoperability solutions for large-scale health information exchange enterprises such as the Department of Veterans Affairs, the Department of Defense, and the Social Security Administration. Harris also has effectively extended federal interoperability solutions to the private sector where over half of all care is provided for active duty and retired service members. In addition, Harris was recently selected to create the Florida statewide health information exchange (HIE) to enable greater interoperability among care providers across the state.

Harris provides a range of healthcare enterprise intelligence solutions and services for commercial and government customers, including interoperability, imaging, managed services infrastructure, systems and cyber integration, and informatics. Harris products, systems, and services improve health outcomes by ensuring that the right information is delivered with security and privacy to the right person, on the right device, at the point of care.

Koofers Acquires Student Community from University of Georgia

*Combines College Student Websites from Four Corners of the United States
College & University Pressroom*

RESTON, Va. --(BUSINESS WIRE)-- Koofers, Inc. today announced it acquired the assets of five college media properties to augment its nationwide social learning network. The five properties acquired serve the student communities at Michigan State University, University of Georgia, California State Polytechnic University, Pomona, Middle Tennessee State University and Drexel University. With these acquisitions, Koofers further solidifies its position as the top social learning platform for college students in the U.S. Terms of the transactions were not disclosed.

Traditionally, each semester, college students have been forced to blindly register for classes knowing little about professors' teaching style or grading behavior. This has spurred a grassroots effort to build online forums to share unvarnished opinion. Through the five acquisitions, Koofers unites islands of insight and connects them to its nationwide social learning community.

"These are the most widely used 'go-to' sites for college students at these five universities. They visit them every semester to plan their schedule, prepare for their exams and interact with other students," said Gio Hunt, CEO, Koofers. "Acquiring these sites is an important development for Koofers as we continue to expand our library of resources and customize the student experience. Our mission is to build an intercollegiate network for academic collaboration. And we will continue to evaluate additional sites serving other universities to integrate into our social learning platform."

Through the acquisitions, Koofers will add over 100,000 professor reviews and ratings, 22 semesters of grade distribution data and 300,000 class discussions. Collectively the acquired websites serve 126,000 students across these five campuses. The acquired sites are still live and will eventually be integrated into the Koofers.com experience in the second half of 2011.

Koofers leverages the power of social networks like Facebook to attract almost 400,000 college students who use the service to prepare for class, study more efficiently and save money. By using social media and the "social graph" - a map of people and how they're related on the web - Koofers can create a rich learning opportunity for college students by connecting them to relevant educational content and to one another.

The Koofers service is completely free for students and provides:

Academic Course Materials: Much like preparing for the SAT, Koofers lets students study for exams by practicing with previous ones. In addition, students can access academic videos, notes, study guides and other resources.

Course and Professor Ratings: Based on hundreds of thousands of reviews, students can find the right classes, professors and teaching styles that fit them.

Historical Grade Distribution: Koofers makes millions of grading histories available by department, course and professor.

Digital Flashcards: Koofers allows students to study on-the-go on their iPhone, or simply at their computer by creating their own digital flashcards, or borrowing from the Koofers library.

Textbook Price Comparison: Koofers compiles a list of textbooks, based on course schedules or search terms, and shows purchase and rental prices from the top online retailers. This means students never overpay for required reading material.

Class Schedule Maker: Students can create the perfect schedule by using Koofers to find the right classes, times and professors.

CrossTech Ventures Acquires KMS Media Partners

CrossTech Ventures and KMS Media Partners to Join Forces to Offer Full Service Digital Media Management Firm

BOSTON, MA -- CrossTech Ventures (CTV) today announced it has acquired KMS Media Partners. KMS Media Partners (KMS) is a full service digital media management firm representing talent, traditional media companies and online media startups.

Following the acquisition KMS will operate alongside the growing portfolio of companies for Canton-based CrossTech Ventures. CrossTech was co-founded by brothers Nick and Stephen Saber fourteen years ago. CTV is an integrated events and media company specializing in real-time and online experiences primarily around business technology for mid-sized enterprises and organizations. ITEC, New Marketing Labs and the recently launched social media web television channel www.ThePulseNetwork.com are also operated by CTV.

KMS Media Partners provides strategic guidance to media companies and emerging new media platforms. KMS has built a client base with projects for Oprah Radio/Harpo Productions, Fox News Radio, PGA TOUR, International Creative Management, Tony Kornheiser, Max Kellerman, The Pulse Network, Tauntr.com, Apperian, Foneshow, Radio Spirits, and Stephan Multimedia.

KMS was launched in January 2009 by veteran Boston media executive Kevin Straley. Prior to launching KMS Kevin served as SVP of News, Talk, Sports Programming where he was a key member of senior management team who launched XM Satellite Radio, the first national Satellite Radio Company. During his tenure at XM he launched over one hundred channels and expanded the sports platform to over five thousand play-by-play broadcasts per year. Mr. Straley began his career as Program Director for WRKO where he helped to develop groundbreaking programs including "The Howie Carr Show" and "Two Chicks Dishing."

According to partner Nick Saber, "We are extremely excited to have Kevin on board. His expertise and knowledge of the media landscape was integral in launching The Pulse Network. Kevin has a unique skill to be able to leverage both traditional and digital media to deliver unmatched results."

Kevin added, "I am really looking forward to the expanded role with the team at CrossTech. Our combined resources allow us to offer existing and prospective clients a comprehensive suite of social and digital media tools. Now KMS with CTV provides a three-hundred-and-sixty degree content strategy through traditional media, digital media and social media."

Yardi Systems Acquires Real Estate Electronic Publishing Company Inc.

SANTA BARBARA, Calif.--(BUSINESS WIRE)--Yardi Systems today announced the acquisition of Real Estate Electronic Publishing Company Inc. (REEPCO).

Headquartered in San Diego, REEPCO owns and operates InternetCrusade® (IC), a national technology training organization for real estate professionals, and RealTown® (www.realtown.com), the industry's oldest online real estate community. In 2001, IC created the National Association of Realtors' exclusive Technology Certification Program, which has provided online technology education to more than 65,000 NAR members. IC and RealTown also manage numerous online communities and offer such productivity tools as e-mail and domain services to real estate professionals.

REEPCO's entire management team and employee population will remain with the company and operate from its San Diego offices.

“With access to REEPCO's sales channels, publishing and content syndication resources and educational training infrastructure, this acquisition will make many of our new products available to a large number of real estate professionals,” said Anant Yardi, president of Yardi.

About Yardi

Yardi Systems has been committed to the design, development and support of real estate investment management and property management software for nearly 30 years. With its Yardi Multifamily Suite™, Yardi Commercial Suite™ and Yardi Investment Suite™, the Yardi Voyager™ system is the most comprehensive single real estate management platform on the market today. Yardi serves clients around the world from offices in Asia, Australia, Europe and North America. More information about Yardi products and services is available at www.yardi.com.

About REEPCO

REEPCO, established in 1995, is best known under the industry trusted InternetCrusade® (IC) brand. IC owns and operates the oldest online real estate community, RealTown (www.RealTown.com), and is recognized for its national broker and agent training infrastructure, having delivered more than 3,600 live technology training programs in the U.S. and Canada. IC created and operated the National Association of Realtors' exclusive Technology Certification Program (e-PRO®) between 2001 and 2010. The company also created NAR's Web 2.0 & Social Media Course in 2009.

SCIOinspire Acquires National Audit

Combined offerings produce industry's most comprehensive healthcare payment integrity solution;

SCIOinspire welcomes National Audit's claims audit and payment integrity programs to its extensive suite of analytics-driven health cost management technology and services offerings

HARTFORD, Conn.--(BUSINESS WIRE)--SCIOinspire, Corp., a premier provider of analytics-driven business process solutions for health plans and hospitals, today announced it has acquired National Audit, a leading healthcare claims audit and payment integrity services provider to large commercial, Medicare and Medicaid payers, as well as Pharmacy Benefit Managers (PBM). The acquisition elevates SCIOinspire to a top-tier, independent cost-management and care quality-improvement company with the most comprehensive set of solutions in the healthcare industry.

SCIOinspire is highly regarded in the industry for superior technology and service offerings in the areas of care and wellness management, care analytics and data mining, payment integrity, and business process optimization. The acquisition of National Audit augments SCIOinspire's existing administrative expertise with a seasoned clinical perspective into the complexities of healthcare claims auditing. With these additional capabilities, SCIOinspire can provide a 360-degree view of MLR and ALR improvements to its clients, and offer a flexible approach consisting of advisory, technology, compliance audit, pre-payment, co-sourcing and full-outsourcing options.

The combined assets enable SCIOinspire to deliver an end-to-end suite of solutions that address the full spectrum of reimbursement challenges facing health plans and providers, including tools to:

- help detect and prevent payment errors;
- ensure submitted claims comply with payment policies;
- optimize reimbursement processes for timely, accurate payment;
- prepare for the emergence of new reimbursement models such as Accountable Care Organizations.

“The clinical resources that National Audit brings to SCIOinspire are second to none,” says Siva Namasivayam, CEO of SCIOinspire. “National Audit exhibits unsurpassed expertise in all hospital- and payer-related reimbursement methods, and brings deep insight into specific high-cost areas across treatment settings such as hospital, pharmacy, and skilled nursing facilities – all of which are recognized as vulnerable to payment issues. These attributes, combined with a well deserved reputation for superior service delivery and quality, illustrate that National Audit is the ideal complement to SCIOinspire's analytics-driven cost management technologies and services.”

National Audit executives have accepted senior executive positions with SCIOinspire to ensure a smooth transition and position the company for continued growth. National Audit was advised by Technology Holdings in the acquisition.

“We are excited about the opportunities that lie before us,” adds David Hedrick, CEO of National Audit. “We are confident that our personnel will contribute significant value to SCIOinspire and are delighted with the expanded offerings now available to National Audit clients. We anticipate that the healthcare community will benefit greatly from this combination of leading-edge technologies and proven audit services – offering health plans a holistic look at payment integrity from both a clinical and administrative perspective.”

About SCIOinspire

SCIOinspire is the nation’s leading independent provider of cost-containment and quality-improvement solutions for healthcare payers and providers. With an extensive roster of clients that serve more than 30 million patients and plan members, SCIOinspire provides results-driven care analytics and data mining, member engagement and care effectiveness, payment integrity and audit programs, and business process optimization solutions to reduce administrative costs, eliminate payment errors, increase member engagement and measurably improve outcomes and quality. With expertise spanning clinical and administrative operations, SCIOinspire offers a unique combination of software and services to help healthcare organizations positively impact Administrative Loss Ratios (ALR) and Medical Loss Ratios (MLR). Drawing upon an expert and experienced team of clinical, actuarial, legal and analytical resources, SCIOinspire offers a global service delivery model, with multiple delivery centers in the U.S. and India. To learn more about SCIOinspire, please visit <http://www.scioinspire.com>.

Time Warner Cable to Acquire NaviSite, Inc.

Strategically Grows Its Commercial Services Customer Base and Product Portfolio with Addition of Enterprise-Class Managed Services and Cloud Computing Solutions

NEW YORK & ANDOVER, Ma.--(BUSINESS WIRE)--Time Warner Cable Inc. (NYSE: TWC) and NaviSite, Inc. (NASDAQ: NAVI) today announced that they have entered into an agreement under which Time Warner Cable will acquire NaviSite, a premier provider of enterprise-class hosting, managed application, messaging and cloud services, for \$5.50 per share in cash, or a total equity value of approximately \$230 million.

“Our commercial services business is a key growth driver for the company and one in which we continue to see great opportunity,” said Glenn Britt, Chairman and CEO of Time Warner Cable. “NaviSite provides us with a successful managed services business and a new, innovative managed cloud platform representing significant new growth opportunities. We expect to build upon NaviSite’s successful enterprise-class offerings, and their operational capabilities, infrastructure and expertise to more rapidly create a robust managed services offering for small and medium sized businesses. This transaction is consistent with our capital allocation strategy – selectively investing in our business to accelerate growth while continuing to return capital to shareholders.”

The acquisition provides Time Warner Cable Business Class, Time Warner Cable’s commercial services business, an immediate presence in the managed services market with NaviSite’s more than 1,200 customers. Following the completion of the acquisition, Time Warner Cable plans to continue the exceptional service of NaviSite’s Enterprise customers and to use NaviSite’s operational expertise and enterprise-class infrastructure to meet the rapidly growing demand for managed services offerings from Time Warner Cable’s existing and future small and medium-sized business customers.

“On behalf of all the employees of NaviSite, we are delighted to join the Time Warner Cable family,” said R. Brooks Borcharding, President and CEO of NaviSite. “Our valued customers can rest assured knowing that NaviSite and Time Warner Cable are committed to helping them grow their businesses and to delivering the reliability, innovation, and customer service they have come to expect. We also look forward to powering Time

Warner Cable’s development of innovative managed and cloud services for its commercial customers.”

The transaction represents a 33% premium to NaviSite’s Tuesday's closing price. The transaction also represents an attractive value to Time Warner Cable. The acquisition is expected to be accretive to Time Warner Cable’s EPS and Free Cash Flow and will not have a material impact on leverage ratios. Time Warner Cable expects to utilize NaviSite’s net operating losses, which Time Warner Cable believes will yield a net present value of approximately \$40 million in tax savings after closing. The transaction is expected to close in the second calendar quarter of 2011 and is subject to NaviSite stockholder approval, expiration or early termination of the Hart-Scott-Rodino antitrust waiting period and other customary closing conditions.

NaviSite employs approximately 570 people worldwide. It operates ten data centers in the United States and the United Kingdom, including two SAS 70 Type II certified data centers, and network operations centers in Gurgaon, India and Andover, Massachusetts.

Deutsche Bank Securities Inc. and Paul, Weiss, Rifkind, Wharton & Garrison, LLP acted as advisors for Time Warner Cable. BRL Law Group LLC acted as advisor for NaviSite, and Raymond James and Richards, Layton & Finger, P.A. acted as advisors for NaviSite’s Special Committee of its Board of Directors.

About Time Warner Cable

Time Warner Cable is the second-largest cable operator in the U.S., with technologically advanced, well-clustered systems located mainly in five geographic areas — New York State (including New York City), the Carolinas, Ohio, southern California (including Los Angeles) and Texas. Time Warner Cable serves more than 14 million customers who subscribe to one or more of its video, high-speed data and voice services. Time Warner Cable Business Class offers a suite of phone, Internet, Ethernet and cable television services to businesses of all sizes. Time Warner Cable Media, the advertising arm of Time Warner Cable, offers national, regional and local companies innovative advertising solutions that are targeted and affordable. More information about the services of Time Warner Cable is available at www.timewarnercable.com, www.twcbc.com and www.twcmedia.com.

About NaviSite

NaviSite, Inc. (NASDAQ: NAVI) is a leading worldwide provider of enterprise-class, cloud-enabled hosting, managed applications and services. NaviSite provides a full suite of reliable and scalable managed services, including [Application Services](#), industry-leading [Enterprise Hosting](#), and [Managed Cloud Services](#) for enterprises looking to outsource IT infrastructure and lower their capital and operational costs. Enterprise customers depend on NaviSite for customized solutions, delivered through a global footprint of state-of-the-art data centers. For more information about NaviSite's services, please visit www.navisite.com.

Blackbaud Acquires Public Interest Data, Inc., Provider of Database Services to Nonprofits

CHARLESTON, S.C.--(BUSINESS WIRE)--Blackbaud, Inc. (Nasdaq: [BLKB](#)) today announced the acquisition of [Public Interest Data, Inc.](#) (PIDI), an Alexandria, Virginia-based company with more than 20 years experience providing database management services (DMS), acquisition list services, and data analytics and enrichment services for nonprofits. PIDI will become part of Blackbaud and will continue to serve its growing customer base of more than 50 of the leading nonprofit organizations in the United States from its existing Alexandria, VA and Miami Beach, FL offices.

Under the terms of the agreement, Blackbaud paid an aggregate purchase price of approximately \$17.5 million, plus an additional amount of up to \$2.5 million in contingent payments based upon performance of the acquired business through the two-year anniversary of the transaction. Blackbaud financed the deal with cash on hand. The acquisition will augment Blackbaud's industry leading DMS business while providing incremental analytics capabilities in the area of donor acquisition list analytics.

"We look forward to leveraging our combined 50 plus years of experience in serving nonprofits to enhance and build upon PIDI's direct marketing offerings," said Marc Chardon, Blackbaud's chief executive officer. "The combination was a natural fit as we continue to invest in new technology to enhance our current DMS services. We also look forward to providing PIDI's market-leading merge purge and data services to our 24,000 existing customers and in turn, providing our new customers access to the market's broadest suite of product and service offerings built for nonprofits."

PIDI's services primarily include database management services, similar to those currently provided by Blackbaud; and merge purge and data analytics services, which will add to Blackbaud's industry-leading [Target Analytics](#) product offerings. Blackbaud will continue to support all of PIDI's current offerings in addition to extending the company's analytics services to best meet the needs of the combined company's customer base.

"We share a client-first philosophy with Blackbaud and are pleased to become a part of the company to best serve our nonprofit customers," said Shawn Cox, PIDI's director of

DMS. “We are confident that together, we can provide even better solutions to help nonprofits manage their complex fundraising and membership programs.”

The acquisition of PIDI is not expected to have a material impact on Blackbaud’s total revenue or non-GAAP profitability. Management will provide financial guidance, including PIDI’s expected contribution, on its fourth quarter 2010 earnings conference call scheduled for Monday, February 7th at 5 p.m. ET. Details for this call are available on the company’s investor relations site at www.blackbaud.com/investorrelations.

About Blackbaud

Blackbaud is the leading global provider of software and services designed specifically for nonprofit organizations, enabling them to improve operational efficiency, build strong relationships, and raise more money to support their missions. Approximately 24,000 organizations — including The American Red Cross, Boston University, Cancer Research UK, The Taft School, Lincoln Center, The Salvation Army, Tulsa Community Foundation, Ursinus College, Earthjustice, International Fund for Animal Welfare, and the WGBH Educational Foundation — use one or more Blackbaud products and services for fundraising, constituent relationship management, financial management, website management, direct marketing, education administration, ticketing, business intelligence, prospect research, consulting, and analytics. Since 1981, Blackbaud’s sole focus and expertise has been partnering with nonprofits and providing them the solutions they need to make a difference in their local communities and worldwide. Headquartered in the United States, Blackbaud also has operations in Australia, Canada, Hong Kong, the Netherlands, and the United Kingdom. For more information, visit www.blackbaud.com.

ReachLocal Jumps On The Daily Deals Wagon; Buys DealOn For \$10 Million

ReachLocal is making its first purchase since [going public](#) last May, picking up [DealOn](#), which offers daily deals of its own as well as white label deals for various publishers, including Zagat. DealOn has tried to differentiate its service from competitors like Groupon by targeting its deals at women in their 30s to 50s who are “affluent decision-makers,” the company says. DealOn also got [some attention](#) last summer when it launched a “deal exchange” so that daily deals sites could resell deals to publishers.

The acquisition makes sense for ReachLocal because the company specializes in helping small businesses advertise online but glaringly did not have a daily deals offering. In a statement, CEO Zorik Gordon says, “Much in the same way we bring SMBs’ Search, Display and Social Media spend to online publishers, we see a large opportunity to play the same, central role in the deals ecosystem by becoming the premier source of deals from local merchants to publishers.”

Over the summer, [ReachLocal launched](#) Bizzy, a new site that is designed to make it easy for local businesses to communicate with their customers (and vice versa). ReachLocal says it will now “enable Deals” on Bizzy so it can target “personalized deals to registered users from businesses that our proprietary algorithm recommends.”

As for the terms of the acquisition, ReachLocal says it’s paying roughly \$10 million for DealOn.

BookRenter Raises \$40 Million More For Online Textbook Rentals

[BookRenter](#), which along with rival Chegg, is trying to upend the textbook industry by getting college students to rent textbooks rather than buy them, has raised \$40 million in a new round of funding, bringing its total backing to more than \$56 million. Unlike Chegg, which primarily rents textbooks directly to students through its site, BookRenter has emphasized its partnerships with 560 college bookstores who use its service to rent textbooks under their own brand names.

The funding comes six months after Chegg raised \$75 million in its own huge round of funding. That company—which has raised more than \$200 million—is considered [a possible IPO candidate](#). Both companies have grown so quickly that they have forced the two top college bookstore operators in the U.S., Barnes & Noble ([NYSE: BKS](#)) and Follett Higher Education Group, to launch their own competing textbook rental services.

BookRenter’s latest funding came from Adams Capital Management, Comerica Bank, Focus Ventures, Lighthouse Capital Partners, Norwest Venture Partners and Storm Ventures. There are some more details in [the release](#) and a detailed write-up about the funding in [TechCrunch here](#).

Operative Raises \$10 Million For ‘Talent Acquisitions,’ Global Expansion

Online ad management provider [Operative Media](#) has raised a \$10 million funding round from ORIX Venture Finance and a private investment firm, as the company looks to expand its international presence. The company plans to make a series of “sales talent acquisition” moves throughout North America, the UK, Australia and Brazil over the next few months.

The funding follows the recent Solbright acquisition and launch of Operative.One and will support further growth and expansion initiatives. Secondly, Operative will also use the new capital to enhance its offerings to both supply side platforms (in other words, publishers) and demand side platforms (agency trading desks and their intermediaries).

“Ten years ago, Operative was an advertising services company, then we became a product company, and now, we’re a platform company,” said Operative CEO Mike Leo in an interview with paidContent. “We don’t compete with anybody and we’re platform agnostic. We don’t ever want to be an ad network. We serve agencies, publishers and networks.”

The premise of Operative’s services is to make transaction costs lower. Along with the lack of a standard metric, that’s the primary cause for the gap between offline and online ad spending, Leo said. “The biggest challenge is that everyone is working in production systems and this is a space that has been utterly disrupted. Companies are spending 30 percent of their revenue on transaction costs. The question we hear from our prospects is how do you reduce those costs to between 5- and 10 percent. It’s the reason why agencies don’t spend more on digital. And we aim to solve that.”

As part of the evolution of Operative into a “platform services” company, in October, it launched Operative.One, which integrates all the processes and systems necessary to package, sell, traffic, manage, optimize and bill ads. After that, Operative bought Solbright, which was its main competitor, as a bid to increase its marketshare. As a result of that deal, Operative now claims to have 30 percent of US digital ad spend running, 50 percent of the top 50 online publishers which includes 60 percent of the Australian online publisher market.

The company will likely look for additional funding in the latter half of next year to help support larger acquisition plans.

Tremor Media Acquires Transpera Mobile Video Advertising Platform and Network

Deal Enables Brand Advertisers to Reach Viewers at Scale across Multiple Platforms

NEW YORK--(BUSINESS WIRE)--Tremor Media today announced its acquisition of San Francisco-based Transpera, the leading mobile video advertising company. Tremor Media's acquisition of Transpera, the mobile video advertising platform with the broadest penetration, will accelerate Tremor Media's ability to scale its own mobile video advertising efforts.

"Tremor Media's acquisition of Transpera will help drive mobile video advertising to the next level and help establish some of the same advertising and analytics principles in the mobile video landscape that have set them up as a leader in online video," said Doug Brodman, Associate Digital Media Director at Mediavest. "Tremor Media has strengthened its vast scale by not only continually improving their ad technology, but also through the continued development of their data and analytics platform. This will surely impact the mobile video segment."

The acquisition of Transpera by Tremor Media marries the leading mobile video advertising company with the largest online video advertising company. With this addition, Tremor Media will provide advertisers with the most comprehensive multi-platform service offering for video advertisers – creating the unique ability to run a video campaign across online and mobile platforms, and across a large number of premium publishers with one single media buy, at scale. This dramatically reduces the complexity of a video ad campaign at every level, from managing ad creative and campaign flights, to targeting and reporting. More importantly, for the first time ever, this enables brand advertisers to target, optimize and obtain insights in a unified manner.

"Transpera has become the go-to company for mobile marketing through a powerful media platform that complements Tremor Media's reach," said Bill Day, Tremor Media's CEO. "The continued acceleration of consumer adoption of smart phones and tablets makes mobile devices an increasingly important part of an advertiser's media plan and moving into the mobile space is a strategic extension of Tremor Media's current offering - we can help advertisers reach their consumer wherever they may be in a simplified way."

The acquisition comes in response to key advertiser-driven objectives for online video, solutions for which have not been available in any one place until now. Consumers are

spending more time on mobile devices and the depth and richness of experience on these devices makes the mobile segment an increasingly critical component of a brand advertiser's video campaign. According to Nielsen, in the US, smart phones will overtake feature phones by the end of 2011 while eMarketer predicts tablet sales will reach 24 million units in 2011, up from 9.7 million in 2010.

"We are excited to be part of Tremor Media, furthering our combined leadership in video advertising," said Frank Barbieri, Transpera's Chairman and CEO. "The combination of our mobile platform and footprint, and Tremor Media's own success in digital video advertising will help solve a lot of the challenges our publisher and advertiser customers face in this fast-moving market."

eMarketer also forecasts US mobile ad market size growing at a robust 48 percent year-over-year to \$1.1 billion in 2011, with the video ad format within mobile growing the fastest at 124 percent year-over-year. Combining the largest digital video advertising companies, positions Tremor Media as the sole entity that can deliver results against all of these goals.

This story was first covered in TechCrunch: <http://techcrunch.com/2011/02/04/exclusive-tremor-media-acquires-mobile-video-ad-platform-transpera/>

About Transpera

Transpera is the leading mobile video ad network, enabling app developers to generate the highest CPMs available on mobile via high quality, interactive video ads from leading brands. For brand advertisers, Transpera is The Attention Network, fostering pure, undivided attention between consumers and brands. Transpera is based in San Francisco, Calif. and is funded by top venture firms Flybridge Capital, Intel Capital, First Round Capital, Labrador Ventures and Blackberry Partners Fund. For more information, visit www.transpera.com or follow us on Twitter @transpera.

About Tremor Media

Founded in 2006, Tremor Media (www.tremormedia.com) provides in-stream video advertising solutions to Fortune 1000 brand advertisers and top tier publishers and is widely regarded as the leading video company online. Leveraging their innovative video ad formats and the Acudeo® publisher technology, Tremor Media delivers the mass reach and campaign results advertisers should expect from digital video. Tremor Media is the only video ad platform that pre-approves content at the video stream level, finally giving advertisers control and full confidence in brand safety. Powered by the award-winning SE2 Engagement Engine, Tremor Media's real-time intelligence gets smarter at

finding and engaging viewers with every ad served, enabling the company to welcome and encourage pay-only-for-engagement pricing. Tremor Media is a privately held company headquartered in NYC with 10 national and international offices.

Apollo Medical Holdings, Inc. Announces Acquisition of Aligned Healthcare Group, LLC

GLENDALE, Calif.--(BUSINESS WIRE)--Apollo Medical Holdings, Inc. (“Apollo”) (OTCBB:AMEH), a leading provider of hospitalist services to the healthcare community, today announced that it has acquired Aligned Healthcare Group LLC (“Aligned”), a provider of 24-hour physician call centers and specialized care management services to health plans, hospitals and medical groups. In exchange for a 100% ownership interest in Aligned, Apollo will issue 1,000,000 common shares to the shareholders of Aligned, and pay up to an additional 4,500,000 common shares over the next three years subject to a performance earnout based on cash flow.

Raouf Khalil, MBA, Chief Executive Officer of Aligned, was named President of Aligned Healthcare Group and will be added to the Board of Directors of Apollo Medical Holdings. In addition, Jamie McReynolds, M.D. will become Chief Medical Officer and Bette Jane Reese, RN, MHA will become Chief Operating Officer of the Aligned Division respectively.

Mr. Khalil has 23 years of experience in the healthcare industry. He began his career in banking on Wall Street. Subsequently, he founded Professional Home Health Services (PHHS), a successful home health, home infusion, hospice and durable medical equipment business. He sold PHHS to Option Care, a national home infusion company.

In 2001, he co-founded Care Level Management Group LLC (“CLM”). Mr. Khalil became Chief Executive Officer of CLM and grew the company to annual revenues of more than \$50 million and had more than 460 employees in five states. CLM became a real healthcare innovator by pioneering the Personal Visiting Physician (PVP) delivery system, which provided round-the-clock access to doctors for chronically ill and elderly patients. CLM was sold to Inspiris in 2008. Mr. Khalil also founded and is Chief Executive Officer of Mobile Doctors 24-7 International, which provides healthcare services in the Middle East, and founded Aligned Healthcare LLC in 2008. Mr. Khalil received an MBA from the University of Southern California in 1981.

“The combination of ApolloMed and Aligned creates a powerful multidisciplinary care management organization that coordinates care across settings,” stated Warren Hosseinion, M.D., Chief Executive Officer of Apollo Medical Holdings, Inc. “The new ApolloMed integrated model provides the infrastructure to help provider groups and health plans achieve objectives for utilization efficiency, quality of care and cost control within the shared accountability arrangements that are emerging within the new world of healthcare payment reform.”

“It is a pleasure to join forces with the management team of Aligned, an acknowledged leader in medical management. They have a proven track record providing scalable, patient-centered care management services for hospitals and health plans,” stated Adrian Vazquez, M.D., President and Chairman of Apollo Medical Holdings, Inc. “By combining our two organizations, we will broaden our service offering to improve the

quality of patient care in hospitals, post-acute care facilities and at home. It also enables us to achieve a balance between optimal length of stay and avoidance of readmissions.” “Integrating inpatient care and outpatient services as well as providing 24/7 physician access is a unique value and essential for desired clinical and financial outcomes. The Aligned portfolio of care and transition services is strengthened considerably with the addition of ApolloMed’s network of hospitalists. This combination of services does not exist in the market today and is in great demand as provider entities look for solutions to improve patient care and improve performance and accountability throughout their organizations,” said Raouf Khalil, MBA, President of Aligned Healthcare.

Management Bios for Bette Jane Reese, RN, MHA and Jamie McReynolds, M.D. BJ Reese, RN, MHA brings 18 years of experience in health care management with an extensive background in care management operations, quality improvement, disease management, clinical consultative sales, account management and product implementation. Prior to joining Aligned, Ms Reese provided managed care consulting services for a variety of established and emerging health care clients on disease management, medical cost analysis, consultative sales and strategic planning for healthcare product introductions. Ms Reese served as Vice President of Account Management and Quality at Care Level Management Group LLC, where she established CLM’s national account management strategy and developed standardized client reporting packages and client-specific program implementation strategies. Ms Reese started her managed care career at UnitedHealth Care in Minneapolis, where she held various corporate medical management positions for over 12 years involving development and implementation of a variety of clinical and operations programs for commercial and government-based business. Ms Reese has authored several white papers on medical management product positioning and has been a presenter at healthcare conferences on medical management issues. Prior to entering managed care, Ms Reese worked as a staff nurse in oncology, critical care and emergency/trauma. She holds a Masters in Health Administration, a mini MBA in Health Care and Quality Management, and a BA in Nursing. She received her original Diploma in Nursing in 1978 from Thomas Jefferson University in Philadelphia, PA.

Jamie McReynolds, M.D. is a clinical physician with over 25 years of experience in family practice, clinical operations and the development of new care delivery systems. As Care Level Management’s Senior Vice President for Clinical Operations and Best Practices, she led the Centers for Medicare and Medicaid Services demonstration project’s implementation team and provided oversight of a multidisciplinary training committee. She has extensive knowledge of payment structures for Medicare and Medicaid as well as teaching experience with physicians and physician extenders. Dr. McReynolds received her medical degree from the University of New Mexico School of Medicine and performed her residency and fellowship at St. Joseph’s Hospital and Medical Center in Arizona. Dr. McReynolds has won numerous awards throughout her clinical career.

About Apollo Medical Holdings, Inc.

Apollo is a leading provider of integrated medical management services that improves the efficiency in inpatient care plus multi-disciplinary care management services targeting

inefficiencies in healthcare payer and provider networks. Our integrated model combines hospitalist medicine, 24-hour physician call centers, case management and transition management that offers to help healthcare organizations engage in performance payments for utilization efficiency, quality of care objectives and shared accountability arrangements. The company intends to capitalize on the growing market for hospital-based physicians and care management services. There are 4900 acute care hospitals in the U.S., with over 35 million annual admissions. Total U.S. spending on hospital care is over \$650 billion, and is expected to increase to \$1.3 trillion by 2016. There are tremendous inefficiencies in the delivery of inpatient care, a high rate of hospital errors and high readmission rates. These are drivers for the growth of hospital-based medicine and care management services. Apollo and its affiliated medical groups have proven expertise in providing excellent and efficient care to hospitalized patients.

Evolve Media Corp. Acquires PlayStationLifeStyle to Strengthen GameRevolution's Offerings

LOS ANGELES--(BUSINESS WIRE)--Evolve Media Corp., an integrated digital media company, announced today the acquisition of PlayStationLifeStyle (www.PlayStationLifeStyle.net), the largest PlayStation enthusiast site in the US. PlayStationLifeStyle will become a part of GameRevolution (www.gamerevolution.com), the ultimate online destination for gamers. The purchase marks GameRevolution's continued efforts to grow its offerings through the acquisition of premium content that attracts engaged gamers, further strengthening its rising position in the gaming market. GameRevolution reaches over 4.5 million Unique Visitors per month in the United States (comScore, December 2010).

PlayStationLifeStyle is one of the leading PlayStation-specific news and review sites with over 169,000 Unique Visitors a month (comScore, December 2010). The website publishes up-to-the-minute industry news, in-depth game reviews, and a comprehensive trophy guide that outlines various videogame achievements users can obtain. PlayStationLifeStyle is also heavily focused on the gaming community and provides a forum for users to discuss games, tips, rumors and developments.

"PlayStationLifeStyle not only provides great coverage of PlayStation-focused news, but also has a very enthusiastic community of gamers," said Paul Hanges, Managing Director of GameRevolution. "We recognized PlayStationLifeStyle's potential and wanted to bring it to a larger platform by coupling it with GameRevolution's extensive reach, therefore creating the ultimate gaming destination."

GameRevolution will migrate PSLS to Evolve's publishing platform, manage all editorial content and will merge the PlayStationLifeStyle's editorial team with its own writing staff, enabling it to improve site features and functionality as well as further provide in-depth coverage of PlayStation news. Also, PlayStationLifeStyle's founder, Anthony Severino, will now stand as GameRevolution's Managing Editor.

"I am confident that GameRevolution will take PlayStationLifeStyle to new heights previously thought to be unreachable. Not only is this exciting for myself and the PlayStationLifeStyle staff, but also for the site's growing audience," said Anthony Severino, Managing Editor of GameRevolution. "We are excited to be able to leverage the enormous resources of Evolve to improve the site, adding mobile, social and original video functionality and programming to the site."

Gorilla Nation Media, Evolve's vertically focused online branded sales company, will continue to lead all sales efforts for GameRevolution including PlayStationLifeStyle by creating custom integrated marketing programs incorporating mobile, video, social media and rich display products.

About GameRevolution

GameRevolution (www.gamerevolution.com) is the most well respected independent online gaming hub and the ultimate destination for gamers. Since 1996, GameRevolution.com has been offering its loyal audience gaming news, reviews and information, as well as exclusive content and editorial features that gamers respect. As a growing gaming specific destination, GameRevolution attracts close to 4 million visitors per month in the United States (comScore 2010).

For advertisers, opportunities for sponsorship and creative integration go beyond the banner to make marketing messages an uninterrupted part of the user experience. In addition to its unparalleled gaming coverage, GameRevolution produces original video programming, delivered to its users using Evolve's Springboard Video technology platform, currently delivering more than 2 million content streams a month across GameRevolution.com and its Revolutionaries. GameRevolution.com is part of AtomicOnline (www.atomiconline.com), Evolve Media Corp.'s publishing division.

About PlayStationLifeStyle

Founded in 2008 by Anthony Severino, PlayStationLifeStyle (<http://PlayStationLifeStyle.net/>) was created to go beyond the normal scope of video game coverage. PlayStation isn't just a console or a hobby, it's a way of life. Through 24/7 news updates, in-depth reviews, comprehensive trophy guides and a heavy focus on community, PlayStationLifeStyle has quickly risen to become the most-visited PlayStation-specific news and review site on the Internet. Severino has assembled a team of talented, passionate individuals that genuinely love what they do. Together they provide PlayStationLifeStyle's growing global fanbase the content they crave.

Kensington Leasing Signs LOI to Acquire Social Media Company, Wikifamilies

REDLANDS, Calif.--(BUSINESS WIRE)--Kensington Leasing, Ltd. (OTCBB: KNSL) today announced that it has entered into a non-binding Letter of Intent to acquire Wikifamilies and Wikifamilies.com. Wikifamilies.com is an Internet-based social media property designed to be a leading collaborative web site.

The Letter of Intent contemplates Kensington Leasing acquiring all of the outstanding securities of Wikifamilies and Wikifamilies.com in exchange for the shareholders of Wikifamilies receiving an amount of common stock representing a controlling interest in Kensington Leasing. The transaction is subject to satisfactory completion of due diligence by Kensington Leasing and Wikifamilies, the execution of a definitive acquisition agreement approved by the Boards of Directors of Kensington Leasing and Wikifamilies, and other material conditions.

“Social networks represent a significant opportunity for those companies that know how to aggregate audiences, provide value to their users and monetize the interactions taking place,” said Angelique de Maison, CEO of Kensington Leasing. “We believe Wikifamilies and its experienced management team and software developers have the right combination to take advantage of the amazing growth in social media,” she added. Social network usage rose sharply in 2009, thanks to the ever-increasing popularity of Facebook. eMarketer estimated that 57.5% of US Internet users, or 127 million people, would use a social network at least once a month in 2010. eMarketer predicts that by 2014, nearly two-thirds of all US Internet users, or 164.9 million people, will be regular users of social networks.

According to Research and Markets, an international market research firm, the online social networking market is emerging from an immature period of competitive dislocation to one of market maturity, in which clear user needs and platform value propositions have emerged, paving the way for incumbency, scalability and successful monetization.

VBrick Systems Acquires Fliqz

Acquisition of On-Demand Video Services Capabilities Significantly Broadens VBrick's Software-as-a-Service Offering

WALLINGFORD, Conn.--(BUSINESS WIRE)--Enterprise IP video leader VBrick Systems today announced it has acquired the assets of Fliqz Media Corporation, a leading provider of video solutions that enable websites, blogs and social platforms to offer dazzling video while maximizing a website's search engine rankings. Fliqz's easily customized and deployed solutions and VBrick's award-winning online streaming service, VBoss, will be integrated to provide a true one-stop shop for corporations, educational institutions, and government agencies to implement their live and on-demand video strategies.

VBrick's acquisition of Fliqz builds upon VBrick's strategy of growth through existing initiatives and geographies as well as expansion via acquisition. The Fliqz acquisition adds a rich roster of customers such as Major League Baseball®, Rackspace®, WebMD®, and T-Mobile® to VBrick's growing installed base of Software-as-a-Service (SaaS)-based customers. Today's news also positions VBoss as the de facto provider of easy-to-use, SaaS-based video technology used by marketers to drive awareness of their brands.

"We've taken the next important step in ensuring our 9,000-plus customers can continue to turn to VBrick to implement rich media into nearly every conceivable inbound and outbound communication, including online sales and marketing videos, executive broadcasts, webinars, employee training, and myriad other applications," said Doug Howard, Chief Executive Officer, VBrick Systems. "The world of a textual-based web with rudimentary snapshots is coming to an end. The extensive use of video-rich content is an exciting evolution for the web and its users."

Many current Fliqz subscribers are already using video to communicate with customers across social media platforms such as Facebook, while creating compelling rich media content that keeps fans and customers glued to their brands. And because the Fliqz platform provides a module specifically focused on video submission to search engines to maximize search engine optimization (SEO), it provides much greater value to

enterprises who may have already experimented with other on-demand video services in the past.

“Market demand for enterprise-wide video communications including live and on-demand as well as internal and external communications, continues to grow rapidly,” said Andrew W. Davis, Senior Partner, Wainhouse Research. “The Fliqz acquisition reflects VBrick’s focus on aggressively addressing that growth. Fliqz is a strong complement to the core capabilities the company has already been delivering. This looks like a winner.” In addition to the ease of use and SEO value proposition for clients, the Fliqz service enables rich reporting on critical elements including user engagement, completion rate, viral distribution, and video popularity. This type of reporting enables a company to understand not only basic website hits and marketing program relationships but also the actual effectiveness of their video content.

About VBrick Systems, Inc.

VBrick is the leader in Enterprise IP Video, with over 9,000 corporate, education and government customers and 60,000 installations worldwide. VBrick solutions work over standard IP networks and the Internet to enable the creation, publishing and distribution of rich media content. Our comprehensive streaming solutions are used in a wide range of live and on-demand applications including meeting and event broadcasts, employee collaboration, distributed learning, digital signage, TV distribution, and video surveillance. Headquartered in Wallingford, CT, VBrick’s products and services are available through industry-leading value-added resellers. In purchasing the Fliqz assets, VBrick did not assume any liability, debt or obligation of Fliqz except to the limited extent specifically agreed and specified. For more information, visit www.vbrick.com.

VBrick is a trademark of VBrick Systems, Inc., USA. All other trademarks are the property of their respective owners.

WebMediaBrands' Mediabistro Announces Acquisition of Twittercism.com Blog

NEW YORK--(BUSINESS WIRE)--Mediabistro.com (a division of WebMediaBrands Inc., Nasdaq: WEBM) today announced that it has acquired the assets of the Twittercism.com blog from Shea Bennett. Mr. Bennett will continue working with and writing for Mediabistro. Terms of the acquisition were not disclosed.

“Shea Bennett has been covering Twitter for over two years on Twittercism and we will now combine his well-known analysis and commentary with our blog AllTwitter to create what we believe to be the most complete coverage of the evolution of Twitter and its rapidly expanding social media business model,” stated Alan M. Meckler, Chairman and CEO of WebMediaBrands. “We are excited to continue building on our leadership in covering the huge growth of social media through our various social media blogs including AllFacebook, SocialTimes, and AllTwitter, as well as our SocialTimesPro research service and social media events.”

About WebMediaBrands Inc.

WebMediaBrands Inc. (Nasdaq: WEBM) (www.webmediabrands.com), headquartered in New York, NY, is a leading Internet media company that provides content, education, and career services to media and creative professionals through a portfolio of vertical online properties, communities and trade shows. The Company's online business includes: (i) mediabistro.com, a leading blog network providing content, education, community, and career resources (including the industry's leading online job board) about major media industry verticals including new media, social media, Facebook, TV news, sports news, advertising, public relations, publishing, design, mobile, and the Semantic Web; and (ii) a leading network of online properties, including BrandsoftheWorld.com and AdsoftheWorld.com, providing content, education, community, career and other resources for creative and design professionals. The Company's online business also includes community, membership, and e-commerce offerings including a freelance listing service, a marketplace for designing and purchasing logos, and premium membership services. The Company's trade show and educational offerings include conferences, online and in-person courses, and video subscription libraries on topics covered by the Company's online business.

DrFirst, Inc. Acquires AdherenceRx, LLC

Rockville, MD (PRWEB) February 14, 2011

DrFirst.com Inc., the nation's leading e-prescribing software company, announced today its acquisition of AdherenceRx, LLC, a move that forms DrFirst's new Patient Innovation division. The addition of AdherenceRx's behavioral health coaching and medication adherence solutions make DrFirst the first e-prescribing company to also offer tools that improve patient outcomes by minimizing gaps in care and patient non-adherence to medical treatment. For health plans, this approach reduces the incidence of failed drug therapy, a major driver behind skyrocketing health care costs.

Non-adherence to medication, particularly by patients with chronic diseases, costs the United States health care industry \$290 billion per year in preventable spending, according to research conducted by the New England Health Institute. The Institute further states that leveraging electronic health information technologies is critical to solve this problem and save more lives.

Research clearly demonstrates that patients simply do not take their medications as prescribed, resulting in escalating healthcare costs and thousands of lost lives every year. DrFirst's new Patient Innovation division provides the electronic tools, health coaching, and patient support that physician practices and health plans need to reduce non-adherence. Specifically, the tools will close the "information and communication gap" between health care provider visits.

"While printing educational brochures for patients is a common practice for physicians using electronic systems, it's not enough to have a serious impact on adherence," said G. Cameron Deemer, President of DrFirst. "Our acquisition of AdherenceRx is targeted at real change, at providing a comprehensive approach to patient communication and behavior that results in meaningful adherence to prescribed therapies."

The new Patient Innovation division offers evidence-based solutions that are tailored to prescribed medications and patient needs. Some key features include:

Patient health coaching: Patients who need "live" support are provided dedicated health coaches to communicate with via phone, email and SMS text.

Medication e-reminders: Patients who have a tendency to forget their physician visits or to take their medications as prescribed can receive automated reminders to their phone, email or mobile device.

Patient education, incentives, and caregiver support: Tactics proven to better support patients in their medication regimen.

Scaled to practice size: A choice of solutions to help health care practices of all sizes offer life and money-saving patient adherence tactics.

DrFirst's Patient Innovation division will be led by Chris Cresswell, former President and CEO of AdherenceRx. Chris is a pioneer in launching companies and tools that use evidence-based technologies to drive better patient health outcomes.

"The acquisition of AdherenceRx further strengthens our commitment to putting doctors first, all of whom want positive patient outcomes," stated G. Cameron Deemer, DrFirst President. "The new Patient Innovation division provides practical tools that help doctors address patient non-adherence between visits."

In addition to medical practices, markets for these solutions include health care plan providers and pharmaceutical companies seeking to offer physicians practical tools to reduce lives lost and billions of dollars in preventable health care spending every year.

Meet DrFirst's Patient Innovation team at HIMSS, Booth # 442. Members of the media and others interested in a one-on-one discussion about the new Patient Innovation division are encouraged to meet with Gary Steier, SVP, Business Development. Please email ifroehlich@drfirst.com to schedule an appointment.