



WHO'S BUYING WHOM MONTHLY®

JANUARY 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 January 2011

Buyer	Seller	Comments
Hearst Corporation	Lagardère International Press	\$890 MM; World-class media group operates in more than 40 countries; 2010 Rev. \$1.1 billion; pro forma EBIT \$77.8 MM
Adknowledge	JMI Equity and Bank of America	\$200MM investment; Expand online market, mobile and video networks
Skype	Qik	\$150MM; Providers of video software services for smart phones
Pearson	TutorVista	\$127MM; Pearson increases ownership of India-based TutorVista to a controlling position bringing its total investment to \$139MM
Concur	TripIt	\$120MM; Mobile trip company, helps people organize and share their travel plans no matter where they book
KIT Digital	KickApps, Kewego and Kyte	\$77.2MM; Online video services
AOL	GoViral	\$74.1MM; Distributor and manager of online brand engagement experiences through video

Transactions by Major Company

Buyer	Seller	Comments
AOL		
<i>Content-Related Internet</i>		
AOL	GoViral	\$74.1MM; Distributor and manager of online brand engagement experiences through video
Houghton Mifflin Hartcourt		
<i>Education, Reference, Technical book/Journal Publishing</i>		
Houghton Mifflin Hartcourt	Leadership and Learning Center	Teacher professional development
Pearson plc		
Pearson	TutorVista	\$127MM; Pearson increases ownership of India-based TutorVista to a controlling position bringing its total investment to \$139MM
Thomson Reuters		
<i>Business, Legal and Other Publishing</i>		
Thomson Reuters	LRP Publications, Public Employment Group and Bankruptcy/Banking Products Group	Publishers and printers of online government, business and educational legal services

Wolters Kluwer		
Wolters Kluwer Germany Holding GmbH	LexisNexis Deutschland GmbH	Legal and regulatory information for legal, corporate, government, and academic markets

Deals by Medium/Subject Area

Content-Related Internet		
Buyer	Seller	Comments
AOL	GoViral	\$74.1MM; Distributor and manager of online brand engagement experiences through video
Concur	TripIt	\$120MM; Mobile trip company; helps people organize and share their travel plans no matter where they book
PAG Capital Partners	MMA Warehouse	Online retailer mixed martial arts gear, apparel and accessories
RockYou	Playdemic	Internet social game
ProQuest	Ebrary	Information distribution and retrieval services
UberMedia	Mixx	Social chatter aggregator
NileGuide	10Best	Online services providing tips on best eatery and hotel accommodations
Zynga	Area/Code Games	Develops online games
Strobe Promotions, RedStapler and Zezza Network	Tenthwave	Strobe, RedStapler and Zezza merged to form firm providing digital marketing, promotions, web design and development
Google	Fflick	\$10MM; Online site where viewers comments on movies and entertainment
BlueKai	TrackSimple	\$6.7MM; Online data management service company
Google	SayNow	Web base social telephone service company
USA Today	Reviewed.com	Publisher on electronics and technology reviews
Ziff Davis	LogicBuy.com	Online site offering deals and coupons on computers, electronics, and apparel
Oversee.net	ShopWiki Corp	Online shopping website
Investments		
Adknowledge	JMI Equity and Bank of America	\$200MM investment; Expand online market, mobile and video networks
Daily Grommet	John Landry, Paul Marshal, Jean Hammond, Nancy Peretsman, Launch Capital, Gerry Laybourne and Mike Huebner	\$0.5MM investment; Online marketplace on creative designs and gifts

Internet Advertising/Marketing		
Buyer	Seller	Comments
Cox Digital Solutions	Internet Broadcasting	Buying IB Local; Provides digital business for local media and advertisers to increase revenue
GSI Commerce Inc.	ClearSaleing	Advertising analytics and attribution firm
NSI Marketing Services	RAZOR	Helps marketers make better decisions and generate better results in an increasingly complex selling environment.
Reply.com	adHUBS	\$3MM; A publisher of mobile apps
Experian	Techlightenment	Acquired majority interest; Developers of technology, social media marketing and global advertising
Investments		
Oak Investment Partners, DCM, True Ventures, Spark Capital and First Round Capital	AdKeeper	\$35MM; Online advertising start-up
FTV Capital	Centro	\$22.5MM; Technology and digital media company
Mission Ventures	Access 360 Media	\$12 MM investment; Digital media and marketing company

Publishing/Information Industry-Related Technology		
Buyer	Seller	Comments
KIT Digital	KickApps, Kewego and Kyte	\$77.2MM; Online video services
Skye	Qik	\$150MM; Providers of video software services for smart phones
Investments		
Viola Private Equity	Zend Technologies	\$7MM; Software and services for developer for websites
MK Capital, GSA Venture Partners	ReachForce	\$4.6MM; On demand data and software services

Business, Legal, Healthcare		
Buyer	Seller	Comments
High Road Capital Partners	Dowden Health Media	Healthcare marketing services firm
MacTech Magazine &	NSConference	Acquiring the U.S. version of NSConference and

iDeveloper TV		merging it into MacTech Conference
Information Services Group	Compass	Providers of technology, performance, data and analytics services
Wolters Kluwer Germany Holding GmbH	LexisNexis Deutschland GmbH	Legal and regulatory information for legal, corporate, government, and academic markets.
Thomson Reuters	LRP Publications Public Employment Group and Bankruptcy/Banking Products Group	Publishers and printers of online government, business and educational legal services
TheTrainingCo.	Mobile Forensics World	Training and consulting company for law enforcement, corporations and security professionals in cellular data extraction
Access Intelligence	OR Manager	Publisher on operating room management, patient safety, cost management, and technology in healthcare
Iris Data Services	Itek Imaging, LLC	Provider on document imaging and reprographics services for legal industry

Education, Reference, Technical Book/Journal Publishing

Buyer	Seller	Comments
Riverside Company	Camelot Education	Providers of education services for "at risk" K-12 students
Pearson	TutorVista	\$127MM; Pearson increases ownership of India-based TutorVista to a controlling position bringing its total investment to \$139MM
Houghton Mifflin Harcourt	Leadership and Learning Center	Teacher professional development
Blackboard Inc.	Presidium Inc.	\$20MM; Enrollment, financial aid and educational technology services
DEMCO Inc	Highsmith	Distributor on furnishings, equipment and supplies for school and public libraries
Joint Ventures		
Wiley-Blackwell	Wildlife Society	Non-profit scientific and educational association dedicated to wildlife stewardship through science and education

Financial/Real Estate Information

Buyer	Seller	Comments
Zoopla	Houseprices.co.uk	Online data service providing sale of residential homes
Asset International, Inc.	Plan For Life	Consultants, researchers and financial publishers on life insurance information

Trade Book Publishing and Other Consumer Media

Buyer	Seller	Comments
EWTN Global Catholic Network	National Catholic Register	Publishers of Christian literature

Newsletters/Directories/Related Publications

Buyer	Seller	Comments
<i>Joint Ventures</i>		
Business & Legal Resources	M. Lee Smith Publishers	Compliance guidance for human resources, employment, safety and environmental solutions

Consumer Magazines

Buyer	Seller	Comments
Hearst Corporation	Lagardère International Press	\$890MM; World-class media group operates in more than 40 countries; 2010 Rev. \$1.1 billion; pro forma EBIT \$77.8 MM
Chicago Tribune Media Group	Naperville Magazine	Publisher of lifestyle magazines

Training

Buyer	Seller	Comments
SumTotal Systems, Inc	GeoLearning	Software provider on managing and hosting learning services, and performance technology
Mercuri International Group	Celemi	\$4MM; Training tools on making vision a reality
<i>Joint Ventures</i>		
PreVisor		Merger; Assessment solutions, development and performance management

Trade Magazines/Trade Shows		
Buyer	Seller	Comments
<u>Healthcare Information and Management System Society</u>	MedTech Media, LLC	Acquired major stake in publishing on healthcare information technology and finance of print and digital delivery
<u>NewsBay Media</u>	Broadcasting & Cable and Multichannel News	Television trade publications

Press Releases

High Road Capital Partners acquires Dowden Health Media from Lebhar-Friedman

New York—Private equity firm High Road Capital Partners has acquired Dowden Health Media, which provides healthcare marketing services, from Lebhar-Friedman Inc.

Financial terms of the deal were not disclosed.

“We’ve known of Dowden Health Media for a long time,” said Bob Fitzsimmons, managing partner of High Road. “We’ve always liked Dowden. It’s a profitable company. It’s growing, and it’s in a good space.”

Dowden is made up of three divisions: the medical communications group, which creates educational content to help pharmaceutical companies reach physicians; the custom media group, which provides custom editorial content to hospitals; and eCrossings Media Group, which develops electronic media solutions.

High Road said it plans to build Dowden via acquisition.

“We look forward to working with Dowden’s strong, experienced management team to broaden Dowden’s offerings through organic growth and strategic add-on acquisitions,” High Road partner Jeff Goodrich said in a statement.

The deal follows on the heels of Lebhar-Friedman’s sale last year of its one-time flagship property, *Nation’s Restaurant News*, to Penton Media. In the wake of its \$40 million acquisition of Dowden in 2005, Lebhar-Friedman went awry of its loan covenants with its banker, GE Capital. The end result was Lebhar-Friedman selling off numerous properties, including pieces of the Dowden acquisition—such as its sale of Dowden Professional Publications to Quadrant HealthCom last year.

Sources said Lebhar-Friedman is now free of its debt to GE Capital. Lebhar-Friedman operates four main brands: *Chain Store Age*, *Drug Store News*, *Home Channel News* and *Retailing Today*.

Fifth Third Bank provided senior debt financing for the acquisition. DeSilva & Phillips advised Lebhar-Friedman on the deal.

AOL Buys GoViral Video Network For Up To \$96.7 Million

AOL ([NYSE: AOL](#)) says it is buying the [GoViral](#) video distribution network because it “supports our overall content strategy by creating another immediate delivery path for all of the great content we are generating daily”.

GoViral has a network of 18,000 sites through which to distribute video campaigns for brands. It says these videos generate more than 60 million monthly views.

The sale is \$74.1 (£46.53) million, plus a further \$22.6 (£14.19) million over the next two years.

AOL says: “As part of AOL Europe, GoViral will help distribute both branded video content and premium digital content from across the entire AOL network of content sites - eventually becoming something that we offer to our advertisers as a strategic and tactical advertising solution – both internationally and in the U.S.”

According to the announcement: “In the second half of 2010 alone, AOL has closed deals with more than 20 premium content partners and digital studios to deliver a mix of high quality programming to AOL’s audiences around the world.” They include with [Endemol](#), Vuguru, [Electus](#), Next New Networks, Channel Flip, [Telepictures](#), Dannii Minogue, [Heidi Klum](#) and MarloThomas.com.

The announcement specifically says the acquisition is being done by “AOL Europe” and is bigging-up AOL Europe’s SVP Kate Burns as having driven it. The former Dailymotion exec was absorbed by AOL before it off-loaded Bebo, where she was VP.

Burns: “Video is core to AOL’s consumer programming strategy and GoViral has created an incredibly compelling platform that delivers highly measureable and cost effective solutions to publishers and advertisers.

“We believe that GoViral offers a unique proposition in today’s market, and allows us to match our ambition for premium content creation and engaging advertising, with highly targeted distribution at scale.”

GoViral has offices in the UK, Germany, France, Denmark, Sweden and Spain. It [raised](#) €6.5 (\$8.91/£5.6) million from Kenneth in 2009.

NSI Marketing Services Buys Lead Gen Provider Razor

For major publishers and ad agencies, the concept of getting marketers to even consider the internet as a branding vehicle has been a hard-won struggle for the past few years. But as it stands now, internet advertising isn't about just raising awareness or making incipient positive associations in the minds of consumers. It's about driving direct marketing and that's where [NSI Marketing Services](#) is looking to with its acquisition of lead gen specialist Razor.

In a statement, Mark Mantovani, St. Louis-based NSI's president and CEO, who will lead the integrated company as well, said that Razor's data and customer analytics for sales leads will fit nicely with its ability to manage third party marketing programs and creating interactive sales and marketing tools.

The deal comes amid a number of high profile acquisitions and initiatives that have been designed to bridge the gap between online and traditional media as a branding vehicle, such as AOL's recent [purchase](#) of creative display ad builder Pictela.

At the same time, there's been a great deal of funding activity for the past year around companies in the ad targeting space. While that may be where the attention is right now in terms of the press, the traditional business of internet advertising continues, resting mostly on basic levels of tracking users through click-throughs. [Release](#)

Pearson Buys Controlling Stake In TutorVista For \$127 Million

Pearson ([NYSE: PSO](#)), owner of the Financial Times and book publisher Penguin, has increased its presence in India, buying a controlling stake in education firm TutorVista for \$127m (£79m).

The UK company, which derives almost 70% of group revenue from the education sector, has upped its stake in TutorVista to a controlling 76%. Pearson originally acquired a minority stake in TutorVista, which was founded in 2005, in June last year.

“TutorVista is an innovative and effective education company that we have worked with and respected for several years. This acquisition, which we believe is the largest transaction in education in India by any company, signals our excitement about the vitality of India’s education sector,” said Marjorie Scardino, the Pearson chief executive.

TutorVista operates in four areas providing technology and content to private and government schools, online tutoring to more than 10,000 students per month, a network of 60 centres across India delivering tuition courses and a full schools development service.

Today’s deal, which brings Pearson’s total investment in the company to \$139m, is its latest move to increase its educational assets in international markets outside the US.

The US market accounts for about 65% of Pearson’s total education revenues. However, the fastest growing part of Pearson’s portfolio is the international education business outside of north America. Between 2005 and 2009 revenues for the international education business grew by 17% while operating profits trebled.

Last summer Pearson spent \$497m (£326m) acquiring the school learning systems business of Brazilian education company SEB and also expanded its presence in China and South Africa.

Concur to Acquire TripIt, the Leading Provider of Mobile Services for the Business Traveler

Combination also extends services to address the unmanaged business travel market

REDMOND, Wash., Jan. 13, 2011 /PRNewswire/ -- Concur (Nasdaq: CNQR), a leading provider of integrated travel and expense management solutions, today announced it has agreed to acquire privately held TripIt – the market leader in mobile trip management that helps travelers easily organize and share travel plans no matter where they book – for approximately \$82 million in upfront cash, stock and unvested restricted stock units, and additional consideration over time that could bring the total value to \$120 million.

"The advancement of mobile solutions has changed the way business travelers buy, share, manage and expense their travel plans," said Steve Singh, Concur's chairman and chief executive officer. "There is a universal need to bring order to the chaos of travel and make life better for business travelers. That is true for both managed and unmanaged travel. Together, we solve challenges along the entire business travel process – from booking, through in-trip activities and sharing trip information, to post-trip expense management and reconciliation. We welcome the entire TripIt team to Concur and look forward to working together to deliver even more value to travelers, our customers and our partners."

As the leader in integrated travel and expense management solutions, Concur is trusted by more than 15 million people to help them manage their business travel and expenses. TripIt is the preferred way that millions of people organize their travel, and make their lives easier, by forwarding their confirmation emails to plans@tripit.com to instantly create a master itinerary they can access on the web or mobile phone. Both Concur and TripIt are augmented by an open platform that integrates mobile and web services plus content and technology from thousands of partners, suppliers and developers. The combination of Concur and TripIt delivers additional value to existing clients and travelers while helping to expand the addressable market for Concur's services by reaching a new class of travelers previously unaddressed by traditional managed travel solutions.

"This is great news for the millions of travelers who trust TripIt as a better way to manage travel and the hundreds of third party developers who are a part of the TripIt API ecosystem. Together with Concur, we can move even faster to realize our vision of making travel easier for even more people and companies around the world," said Gregg Brockway, TripIt co-founder and president. "It's also a testament to the passion, hard work, and commitment to excellence the entire TripIt team has demonstrated since day one to be the best at solving tough travel problems to help improve the lives of travelers everywhere."

Details Regarding the TripIt Acquisition

Concur has signed a definitive agreement to acquire TripIt for approximately \$27 million in cash and approximately \$44 million in Concur stock at closing, plus a contingent cash amount settled upon 30 months from closing of up to approximately \$38 million, subject to certain adjustments and escrow provisions set forth in the definitive agreement. As

part of the acquisition, Concur will exchange unvested TripIt options into Concur restricted stock units having an aggregate value of approximately \$11 million at closing. All components of consideration bring the total deal value to as much as \$120 million. However, there is no payment of the contingent cash amount if the value of the approximately \$44 million of stock consideration issued exceeds approximately \$82 million during the 30 month period following closing, subject to limitations. In addition, individual holders of the approximately \$44 million in stock consideration will lose their rights to payment of the contingent cash amount if they sell their holdings of such stock. Though the payment of the contingent cash amount is uncertain, the maximum contingent cash amount to be paid, if any, at the end of the 30 month period is approximately \$38 million. The contingent cash amount will be recorded as a liability at fair value and marked-to-market each quarter through GAAP earnings. The acquisition of TripIt is expected to close in our second quarter of fiscal 2011 and to be dilutive to our pro forma operating margin for fiscal 2011. Concur will provide more details in early February on our earnings conference call for the first quarter of fiscal 2011. Concur was advised by Credit Suisse Securities (USA) LLC and Fenwick & West LLP, and TripIt was advised by Deutsche Bank Securities Inc. and Gunderson Dettmer Stough Villeneuve Franklin & Hachigian, LLP on the transaction.

After Absorbing Adify, Cox Digital Buys IB Local

Cox Digital Solutions, which was [just created this week](#) to house the combined Adify and Cox Cross Media units of Cox Enterprises, is adding another company to the fold. The Atlanta publishing and broadcast company is acquiring [IB Local Network](#), which is the business and advertising sales group of [Internet Broadcasting](#). Terms of the deal were not disclosed.

Cox Digital Solutions, a division of New York-based Cox Reps, has been trying to refine its local online focus at a time when most major media companies are trying to quickly ramp up efforts in a space that in past years has been largely relegated to directories' services like Yellow Pages. Established media entities like Cox Digital's parent, the owner of the *Atlanta Journal Constitution* as well as TV and radio stations, have tended to ignore smaller marketers like plumbers and pizza parlors as they concentrated on larger retail advertisers. But the rise of hyperlocal efforts, such as AOL's big push with its Patch network, has helped train companies' sights on building up the numbers of small businesses in their backyards.

STATEMENT BY HEARST CORPORATION REGARDING NEGOTIATIONS TO ACQUIRE LAGARDERE'S INTERNATIONAL PRESS AND MAGAZINE BUSINESS

Hearst Corporation and Lagardère SCA (MMB.FR) today announced that Hearst has made a binding cash offer of €651 million for Lagardère's international press and magazine business. This includes 102 titles in 15 countries (U.S., Russia & Ukraine, Italy, Spain, U.K., China, Japan, Netherlands, Czech Republic, Hong Kong, Mexico, Taiwan, Canada and Germany) as well as extensive digital operations, with 50 websites and numerous mobile and tablet applications.

The transaction includes publishing rights to *ELLE* (in the 15 countries mentioned above)—a leading global, upscale women's brand—as well as 10 editions of *ELLE DÉCOR*, and ownership of *Woman's Day*, *Car and Driver*, *Road & Track* and *Cycle World* in the U.S.; *Red* in the U.K. and Holland; and significant monthly and weekly titles in many major markets.

The companies have extended their exclusive negotiations agreement, which began on December 31, 2010.

The assets being acquired by Hearst represented €774 million revenue and €49.6 million EBIT in 2010, before unconsolidated joint venture interests and the deduction of minority interests. Along with expected improved results in 2011 and beyond, Hearst anticipates significant synergies with its existing magazine business, particularly in the U.S. and U.K.

This binding offer is subject to customary antitrust/governmental clearances and approvals.

In compliance with regulatory requirements in some jurisdictions and prior to signing transaction documentation, Lagardère will initiate an information and consultation procedure with the relevant workers' councils.

Closing of the transaction is expected by Q3 2011.

About Hearst Corporation

Hearst Corporation (www.hearst.com) is one of the nation's largest diversified media companies. Its major interests include ownership of 15 daily and 38 weekly newspapers, including the *Houston Chronicle*, *San Francisco Chronicle*, *San Antonio Express-News* and *Albany Times Union*; more than 200 magazines around the world, including *Good Housekeeping*, *Cosmopolitan* and *O, The Oprah Magazine*; 29 television stations, which reach a combined 18% of U.S. viewers; ownership in leading cable networks, including Lifetime, A&E, History and ESPN; as well as business publishing, including a minority joint venture interest in Fitch Ratings; Internet and marketing services businesses, television production, newspaper features distribution and real estate.

Houghton Mifflin Harcourt Acquires The Leadership and Learning Center; Company to Continue Transforming Schools by Combining the Best Learning Resources with Premier Professional Development

HMH to join its content, technology platform and consulting services with The Leadership and Learning Center's professional development resources and proven practices to address underperforming school districts' demand for highly effective training designed for teachers and leaders

BOSTON — January 10, 2011 — Global education leader Houghton Mifflin Harcourt's (HMH) Educational Consulting Services group has acquired The Leadership and Learning Center, a world-class professional development research and solutions provider, to expand its core capabilities with experienced professionals and proven practices that provide measurable and sustainable school improvement and student achievement gains.

“By investing in groundbreaking practices and technologies, Houghton Mifflin Harcourt has been the trusted name in educational leadership,” said Barry O’Callaghan, Chief Executive Officer of HMH. “This breakthrough partnership with The Leadership and Learning Center is a significant investment into revolutionizing how teachers teach and students learn.”

The HMH Educational Consulting Services group offers professional development training, comprehensive services and school turnaround solutions under the banner *Insight into Action: an Informed Approach to Transforming Education*. HMH’s partnership with The Leadership and Learning Center offers unique integrated solutions that combine the best learning resources available today with services that support deep implementation. These include learning resources that are supported with effective professional development in classroom assessment, teacher effectiveness and high impact leadership, which are all proven to have a measurable and sustainable impact on student achievement.

“One of HMH Education Group’s key strategic imperatives is to extend its value proposition beyond providing world-class curriculum, assessment and technology solutions through consulting services that position HMH as a partner with school districts in a shared goal of increased accountability for improvement” said Mike Lavelle, President, HMH Education Group. “Partnering with The Leadership and Learning Center enables the HMH Educational Consulting Services group to provide deep implementation of professional development services that become part of that shared accountability model.”

The Leadership and Learning Center has devoted the last 15 years to building a suite of outstanding services, unique research and successful solutions. The Center’s Professional Development Associates comprise experienced superintendants, principals, administrators and educators who address standards, assessment, accountability, data analysis, collaboration, leadership and school improvement with their clients.

“Together, HMH Educational Consulting Services and The Leadership and Learning Center can satisfy school districts’ unprecedented demand for critical service and training capabilities,” said Dave West, Senior Vice President, HMH Educational Consulting Services. “By aligning our respective strengths, HMH and The Leadership and Learning Center can support school districts as they navigate the uncharted course toward more rigorous academic standards; data and accountability demands, teacher and leader effectiveness measures and student achievement levels relative to international benchmarks.”

The Center’s founder, education thought leader Dr. Douglas B. Reeves, is the author of more than twenty books on education and an internationally recognized expert in teaching, leadership, and student achievement. Commenting on the partnership with HMH, Reeves said, “The research is clear: improved student achievement depends upon the best combination of teaching, leadership, curriculum, and technology. This new partnership will help educational systems do just that. The time and resources of school systems are under unprecedented pressure right now, and we are going to help schools get the greatest value possible to support student achievement.”

Reeves authored the landmark case study for The 90/90/90 Schools™, which examined the high academic performance of schools where 90 percent or more of the students were eligible for free and reduced lunch, 90 percent or more of the students were members of ethnic minority groups, and 90 percent or more of the students met district or state academic standards in reading or another area. He added that he is committed to continuing his active schedule of travel, speaking, research and writing and will maintain personal connections with the educational systems served by HMH and The Leadership and Learning Center.

Wiley-Blackwell Announces Partnership with The Wildlife Society

Wiley-Blackwell Announces Partnership with The Wildlife Society

Hoboken, N.J., January 26, 2011—Wiley-Blackwell, the scientific, technical, medical, and scholarly publishing business of John Wiley & Sons, Inc. (NYSE:JWa and JWb), is pleased to announce a partnership with The Wildlife Society to publish its journals, *The Journal of Wildlife Management*, *Wildlife Monographs*, and the *Wildlife Society Bulletin*, beginning in January 2011.

The Journal of Wildlife Management is published eight times a year and serves as a major source of knowledge and original research in wildlife science, management, and conservation. Published since 1937, it aims to enhance the ability of wildlife professionals to conserve biodiversity, sustain productive ecosystems, and ensure the responsible use of wildlife resources for the benefit of society.

Wildlife Monographs supplements *The Journal of Wildlife Management* with focused investigations in all phases of wildlife management and conservation.

Relaunching in March 2011, the *Wildlife Society Bulletin* will publish peer-reviewed papers that explore the practical application of scientific research in wildlife management and conservation.

“This partnership will bring new benefits to our members, especially through the relaunch of the *Wildlife Society Bulletin* as an online-only publication,” says Michael Hutchins, Executive Director/CEO of The Wildlife Society. “Wiley-Blackwell’s diverse wildlife-science publication portfolio, their global reach, and their commitment to sustainability make them a natural fit as our publishing partners.”

“Our unparalleled presence in the fields of ecology, conservation, and zoology, placed alongside the expertise and the global standing of The Wildlife Society, will make for a very effective and beneficial partnership,” said Patrick Kelly, Vice President & Journals Publishing Director, Life Sciences, Wiley-Blackwell. “*The Journal of Wildlife Management* is one of the world’s leading scientific publications, and we believe that through initiatives such as a newly enhanced journal home page, this partnership will raise the journal’s profile even higher.”

Wolters Kluwer Germany Completes Acquisition LexisNexis Deutschland

Cologne, Germany (January 3, 2011) - Wolters Kluwer Germany Holding GmbH today announced that it has completed the acquisition of LexisNexis Deutschland GmbH. The agreement to acquire LexisNexis Deutschland was announced on November 16, 2010.

The acquisition of LexisNexis Deutschland expands Wolters Kluwer Germany's online legal information business while also reinforcing and developing its publishing operations towards a comprehensive portfolio in all areas of law in the German legal market.

“Through this acquisition, we are able to provide our customers in Germany with an integrated offering consisting of strong online legal services, publishing and workflow solutions in the law and business segment. Our combined product offering will give us a strong portfolio of wide-ranging legal information that lawyers, notaries, and other legal professionals critically need in their daily work to serve their clients best,” added Ulrich Hermann, Regional Managing Director for Wolters Kluwer Legal & Regulatory Central Europe, and CEO Wolters Kluwer Germany.

All products and services will be integrated within the Wolters Kluwer Germany brand structure by mid February 2011. Terms of the acquisition were not disclosed.

About Wolters Kluwer Germany

Wolters Kluwer Germany is an information services company specializing in the legal, business and tax sectors. The organization covers two markets: legal & regulatory and tax & accounting. The legal & regulatory business unit provides important information to legal professionals in the form of content, software and services through well-known publishing brands such as Carl Heymanns, Luchterhand and Werner. Headquartered in Cologne, it has over 1,000 employees located at 22 offices throughout Germany and has been serving the German market for over 25 years.

GSI Commerce's Global Marketing Services Division Acquires ClearSaleing to Expand Offerings in Advertising Analytics and Attribution

ClearSaleing's Innovative Technology Enables Marketers to Plan, Measure and Optimize their Online Media Campaigns

KING OF PRUSSIA, Pa., Jan. 10, 2011 – GSI Commerce Inc. (Nasdaq: GSIC) today announced its Global Marketing Services division has acquired ClearSaleing, a Columbus, Ohio-based provider of advanced advertising analytics and attribution management. The acquisition of ClearSaleing broadens and deepens the division's portfolio of marketing services offerings and overall market position. Terms of the deal were not disclosed.

“ClearSaleing's innovative advertising analytics platform provides today's marketers and digital agencies with an accurate way to measure, compare and optimize profit and ROI of their online advertising campaigns,” said Chris Saridakis, chief executive officer of GSI's Global Marketing Services division. “The U.S. digital advertising market is \$25.8 billion.¹ ClearSaleing gives marketers the ability to understand the entire customer purchase path and how each online channel works to move a customer from acquisition to conversion, which helps deliver stronger performing marketing programs. We're very pleased to welcome ClearSaleing to GSI.”

“ClearSaleing's advertising analytics and [attribution platform](#) is the solution for the limited last-click measurement model online marketers and advertisers have been stuck with for far too long. ClearSaleing gives marketers the tools and intelligence to manage their overall media mix and fine tune the message of their campaigns,” said Randy Smith, chief executive officer of ClearSaleing. “GSI's multichannel approach to marketing services and entrepreneurial culture makes this a strong fit for ClearSaleing and our clients. We'll be able to continue to develop our technology while taking advantage of GSI's broader resources and market position.”

ClearSaleing's Attribution Management product was named a Leader in the independent October 2009 Forrester Research, Inc. report, The Forrester Wave™: Interactive Attribution Q4 2009, for its ease of use, custom analytics and appeal to a wide array of marketers. For the past year, TrueAction, a full-service digital agency within GSI's Global Marketing Services division, has been using ClearSaleing's attribution marketing platform to help 60 of its clients improve efficiency in decision making and increase productivity from automation and reporting by providing more accurate attribution analysis. Other ClearSaleing clients include companies such as American Greetings, Rosetta, Range Online Media and Nationwide Insurance. The investment banking firm Petsky Prunier represented ClearSaleing in this transaction.

Deann Harvey, currently chief sales officer of GSI's Global Marketing Services division, will serve as ClearSaleing's chief revenue officer effective immediately. She will be responsible for building ClearSaleing's sales team and growing its client base among global advertisers and agencies.

ClearSaleing will operate as a wholly owned subsidiary of GSI's Global Marketing Services division which provides a comprehensive set of interactive marketing solutions to help clients drive customer acquisition, conversion and loyalty across multiple channels. With the addition of ClearSaleing, the division now includes eight leading marketing services companies: e-Dialog, FetchBack, M3 Mobile, MBS Insight, Pepperjam, Silverlign and TrueAction. The company plans to integrate ClearSaleing into these other marketing services platforms. For more information, visit http://gsicommerce.com/marketing_services.

PAG Capital Partners Buys MMA Warehouse

Chicago-based private equity firm **PAG Capital Partners** has bought a majority stake in **MMA Warehouse**, an online retailer mixed martial arts gear, apparel and accessories. Financial terms of the deal were not released. Formed in 2004, MMA Warehouse is based in Wheeling, Illinois. The company's CEO Mika Casey will continue to lead the company and retains a significant ownership.

PRESS RELEASE

PAG Capital Partners, LLC announced it has made a majority equity investment in MMA Warehouse, LLC, a leading internet retailer specializing in selling a wide selection of mixed martial arts gear, apparel and accessories. MMA Warehouse sells products directly to consumers all over the world through its flagship website, mmawarehouse.com. Mika Casey will continue in his role as Chief Executive Officer and has retained a significant ownership stake in the company.

Established in 2004, MMA Warehouse has grown to become one of the largest mixed martial arts retailers in the world. The company achieved record performance in 2010 by providing its customers excellent service and an extensive selection of high-quality merchandise from the industry's top brands.

PAG Capital was founded in 2008 and is focused on investing in middle market companies with attractive growth opportunities. PAG Capital's philosophy is to partner with accomplished operators and management teams who have the desire to grow and build great companies and provide them with the strategic and financial resources to achieve their potential.

"We are very excited to have completed this transaction as we head into 2011," said Mika Casey, CEO. "In PAG Capital, we have found a partner that will best position us to capitalize on the strong worldwide growth of the mixed martial arts industry. PAG Capital's strategic and financial support will enable us to continue to invest in our platform, expand our marketing capabilities, and capitalize on the many organic growth and acquisition opportunities available to us in the industry."

Alex Fridman, Partner at PAG Capital, said, "MMA Warehouse's track record of growth, best-in-class platform and excellent customer service makes this a very exciting investment for PAG Capital. Mika Casey and his team have built an industry-leading company and we are committed to support them as they build on their momentum of growth and success."

Access 360 Media Closes \$12M Series C

Digital media and marketing company **Access 360 Media** has raised \$12 million in a Series C financing round led by **Columbia Capital**. San Diego-based **Mission Ventures** also contributed to the round, designed to help the company beef up its staff and grow through acquisitions. Access 360 Media has offices in New York, Los Angeles and Chicago. Columbia Capital has offices in Alexandria, Va.; and Waltham, Mass.

PRESS RELEASE

Access 360 Media (<http://www.access360media.com>), a leader in the digital place-based media category, today announced it has raised a significant round of Series C financing, led by Columbia Capital, who joins Mission Ventures. This represents a first step in a larger commitment expected by Columbia Capital to further increase Access 360's footprint in the digital out-of-home media industry through acquisition, new hires and organic growth.

“Since acquiring Arena Media Networks in early 2010, our new combined platform—encompassing both in-mall and in-arena networks—has paid off tremendously and we are thrilled with the progress the company is making,” said Art Williams, CEO, Access 360 Media.

“We are very excited to attract an experienced growth investor like Columbia Capital as we continue down the path of expanding our network organically and exploring acquisition opportunities. The digital out-of-home industry is heading for a period of consolidation, and Access 360 is extremely well positioned now to be a leader and major force in the sector given our strong organic growth rate and improved capital base.”

“We believe digital out-of-home and place-based media provides an increasingly attractive value proposition for advertisers,” said Columbia Capital Partner Jeff Patterson. “As audiences get more difficult to reach in traditional media as a result of increased DVR penetration and fragmentation across so many TV channels, we think advertisers will look for ways to interact with their customers on digital platforms outside the home. Shopping malls and sports stadiums are superb venues where advertisers can take advantage of targeted, rich media advertising with consumers while they are relaxed and receptive to brand messages or close to making purchase decisions. We believe the digital-out-of-home sector is a huge opportunity area for investment. Art has built the right team of experienced executives at Access 360, and we have tremendous confidence in their ability to be at the forefront of the category.”

Mission Ventures' managing partner, David Ryan said: “Access 360 Media's truly capital-efficient business model and proven track record of making the right business decisions make them an ideal partner for us. We look forward to continued success with the Access 360 team.”

In April of 2010, Access 360 completed the acquisition of Arena Media Networks, creating two distinct but complementary networks. Mallvision is an exclusive partnership with retail developers such as the Simon Property Group, Inc. to program screens in shopping malls across the country's most desired DMAs. The newly acquired Arena Media Networks digital network, AMNtv, is the nation's largest unwired sports and entertainment TV network, providing brands access to more than 100 million passionate

fans attending sporting events, concerts and family entertainment events annually. Presently, Access 360 networks are available nationwide on over 20,000 screens in approximately 100 locations, with the potential to reach more than 54 million viewers each month.

Viola Private Equity Invests \$7 Million in Zend Technologies

Viola Private Equity made a \$7 million growth equity investment in **Zend Technologies**, which is a Cupertino, Calif.-based maker of develops Hypertext Preprocessor (or PHP) applications. Zend Technologies has received previous VC funding from investors including **Greylock Partners, Index Ventures, Azure Capital Partners, Intel Capital** and **SAP Ventures**. The financing round stands at \$16.5 million. Viola is based in Herzeliya, Israel.

PRESS RELEASE

Viola Private Equity and Zend Technologies today announced that Viola made a growth equity investment of \$7 million in Zend. Viola's investment adds to the Company's previous internal round raised from its existing investors, including Greylock Partners, Index Ventures, Azure Capital Partners, Intel Capital, SAP Ventures and others, which was announced in May 2010. All together the financing round amounts to \$16.5 million.

Zend, the world's leading provider of open-source and commercial solutions for developing and managing PHP Web applications, achieved record revenue growth in 2010, signing up a high number of enterprise customers, including NYSE Euronext, General Electric and Cisco. Revenue from the Company's Web application server product line has grown extensively in 2010, as more companies chose the Zend solution for running their business-critical applications on-premise or in the cloud. With this investment, Zend is well-capitalized for the launch of new cloud offerings, partner initiatives, and expansion of its global sales force to support enterprise business growth.

Viola Private Equity is a \$164 million buyout and growth capital technology fund, affiliated with the Viola Group, a private equity investment group with nearly \$2 billion under management. Joining Zend's Board of Directors is Harel Beit-On, Founder and General Partner at Viola Private Equity.

"Adoption of open-source and PHP technologies is a mega-trend among both enterprises and ISVs worldwide," said Harel Beit-On, Founder and General Partner of Viola Private Equity. "When businesses look for cost-efficient solutions to streamline the development and management of their web applications, they come to Zend. The Company continues to demonstrate its significant value-add to enterprise customers. The emergence of cloud computing is motivating companies to revisit their platform choices and we believe Zend, with the recent launch of Zend Server and the Zend Cloud Application Platform, is well-positioned to accelerate its penetration and growth in the market."

According to Andi Gutmans, CEO and co-founder of Zend, "As cloud initiatives move to the forefront of enterprise IT, Zend is well-positioned to help its customers realize the benefits of cloud computing while leveraging the power and ubiquity of PHP. Having Viola Private Equity as an investment partner with expertise to share in the management of large software companies will help Zend drive PHP innovation and community-building, and accelerate enterprise business growth."

RockYou Buys Social Game Developer Playdemic

RockYou of Redwood City, Calif. acquired **Playdemic**. Financial terms were not disclosed. The purchased U.K.-based social game developer will operate independently to develop Facebook games. **Paul Gouge**, Playdemic's CEO and founder, will lead the studio as a vice president and general manager.

PRESS RELEASE:

RockYou today announced the acquisition of social game developer Playdemic. Based in Manchester, England, Playdemic will operate independently as Playdemic, a RockYou studio, and develop Facebook games for the mainstream audience. The acquisition is RockYou's latest move in their commitment to social gaming, and brings extensive game development talent and an established Facebook game, Gourmet Ranch, to the company. Playdemic's management team has held senior positions at major publishers including Ubisoft, THQ and Eidos. Ian Livingstone, co-founder of Games Workshop and life president of Eidos, was a chief investor in Playdemic. Paul Gouge, CEO and Founder, will lead the studio as VP and General Manager. Terms of the acquisition were not disclosed.

"At RockYou we place great value on the art of game-making"

"At RockYou we place great value on the art of game-making," said Jonathan Knight, RockYou's SVP of Games, "and we're elated to welcome the Playdemic team into our studio system. Playdemic will retain their culture and creative control, as they bring their significant game industry experience to making social games of today and tomorrow."

"Being a part of RockYou gives us the opportunity to remain creatively independent, while leveraging RockYou's vast network and expertise at scale to reach a wide audience with our games," Paul Gouge said. "We see a massive opportunity to expand the depth and quality of social games, and have found an ideal partner in RockYou."

RockYou will grow the user base for Gourmet Ranch, Playdemic's first title that is currently playable on Facebook with half a million monthly active users. A combined farming and baking simulation, Gourmet Ranch invites players to grow organic crops, raise animals and prepare and serve meals to their friends. Players can use cash to build and decorate their own homestead in a mountain wilderness, trading and helping friends to increase the value of their properties. To play Gourmet Ranch, visit apps.facebook.com/gourmetranch.

Edison Ventures Sells Presidium To Blackboard, \$20M Deal Generates 35% IRR

Edison Ventures of Lawrenceville, N.J., sold **Presidium Inc.**, an education service management company, to **Blackboard Inc.** (Nasdaq: BBBB) for more than \$20 million in proceeds. Edison Ventures said the transaction generated a 35 percent IRR.

PRESS RELEASE:

Edison Ventures announces Blackboard has acquired Presidium based in Reston, VA. Edison received over \$20 million in proceeds generating 35% IRR.

Presidium pioneered and leads the Education Services Management market. The company provides enrollment, financial aid and educational technology services. Presidium supports over 750 education institutions including colleges, publishers, K-12 districts, virtual schools, software companies, and e-Learning organizations.

“We are grateful to CEO Greg Davies and Presidium’s management team who combined domain expertise and consistent execution to build a rapidly growing market leader,” commented Sever Totia, Edison Principal. “Entrepreneurial dedication, innovation and exceptional customer support enabled Presidium to lead the market and outpace competitors.”

Sever Totia served on Presidium’s Board with Edison Director Network member David Bosserman, COO & CFO of N.E.W. Bosserman is former CFO of Best Software which generated 25X return for Edison.

“Edison Ventures contributed strategic guidance and educational industry expertise,” observed Greg Davies. “Edison was an ideal equity partner bringing value-added services to secure debt, expand the go to market strategy, build sales force and expand market awareness.”

Edison has invested in 12 Education Technology companies. Successful exits include Assessment Systems, MathSoft, Nobel Learning, Richardson, Skills Bank and TetraData. Current portfolio companies include ClearPoint, eChalk and Regent.

Edison has invested in 19 Virginia based companies including CorasWorks, Fishbowl Marketing, Innovectra, Liberty Tax and Telarix. Successful exits include BTG, International Telesystems, MEI, POMS and Relay.

ReachForce Nabs \$4.6M In New Funding

ReachForce, which specializes in providing information about business professionals, has raised \$4.6 million in growth financing. **MK Capital** led the round, which included participation from current shareholder **GSA Venture Partners**. As a result, MK Capital's Mark Koulogeorge will join the company's board.

PRESS RELEASE

ReachForce, the leading provider of high-quality information about business professionals for demand generation, announced today the closing of \$4.6 million in growth financing. MK Capital (www.mkcapital.com), which successfully financed marketing automation software pioneer, Aprimo, www.aprimo.com, and master data management leader, Initiate Systems, www.initiatesystems.com, led the round with participation from current ReachForce investor, GSA Venture Partners (formerly Greenhill SAVP) (www.gsavp.com). In conjunction with the financing, Mark Koulogeorge, Managing General Partner of MK Capital, will join the ReachForce Board of Directors.

ReachForce experienced significant customer growth in 2010 adding over 100 new customers and over 100% annual growth in its information-as-a-service solutions. Major customer wins included Citrix Online, Juniper Networks and Research in Motion (RIM) and new channel partners such as Televerde, The Pedowitz Group and Ziff Davis Enterprises.

"Marketing executives are under tremendous pressure to improve results. New customer acquisition is critical to our customers and that is where we focus our value," said Bob Riazzi, CEO of ReachForce. "High performing demand generation initiatives require high quality information. Reachforce customers quickly realize value because we deliver cleaner, more complete and accurate information about their targets, prospects and customers than they previously had, and we deliver it directly to the systems and people that need it. Our customers often realize 100% improvement in results, so they don't begin a new marketing campaign without ReachForce. "

According to Marketing Sherpa's 2011 B2B Marketing Benchmark Report, 78% of respondents said that generating high quality leads was their top priority for 2011. According to B2B Magazine, "The top marketing goal cited by respondents for this year is customer acquisition (69.1%)" and this is a major shift after two years of cost cutting and focus on customer retention during the recession. As a result, marketing automation is experiencing a huge inflection point in adoption. The emerging trend to combine high quality marketing information with powerful marketing automation platforms such as Marketo, Eloqua, IBM/ Unica, Silverpop and Teradata/Aprimo will drive significant improvements in marketing ROI.

"Ultimately, it's all about information quality," noted Mark Koulogeorge, Managing General Partner of MK Capital. "The greatest barrier to marketing automation realizing its full potential is the lack of clean and complete prospect information. Reachforce provides a simple, yet powerful solution which enables marketers to unlock the potential

of their existing technology and data investments. Given the combination of ReachForce’s sophisticated approach and customer acceptance, we feel we have invested in the right company to drive marketing automation effectiveness and real revenue impact.”

KIT Digital Buys Trio Of Firms, Including KickApps And Kewego

Online video services provider [KIT Digital](#) is continuing [to roll-up other firms](#) in its market. The Prague, Czech Republic-based company is paying \$77.2 million to purchase three companies, KickApps, Kewego and Kyte, in moves it says will help it become a “one-stop shop” for corporations’ video needs.

Two of the companies are squarely in the online video management space: [Kewego](#), which reported \$10.2 million in sales last year, provides white label online video tools to European companies, including telecom firm Orange and sports site L’Equipe. The company has more than 400 clients. [Kyte](#), meanwhile, provides online video services to more than 100 companies, including CBS ([NYSE: CBS](#)), Fox News, and Walt Disney ([NYSE: DIS](#)). It’s especially well-known for its mobile video platform and its backers, include Telefonica ([NYSE: TEF](#)), TeliaSonera and Nokia ([NYSE: NOK](#)).

The third company, [KickApps](#), lets companies add a number of white-label features to their sites, including social networks as well as customized video players. Its clients include major media firms, such as NBC Universal ([NYSE: GE](#)), Viacom ([NYSE: VIA](#)), and Hearst, and it had more than \$12 million in revenue in 2010. Three years ago, AOL ([NYSE: AOL](#)) [reportedly considered](#) buying the company for as much as \$90 million.

All three companies were heavily funded (KickApps had raised \$30 million, while Kyte and Kewego had both raised more than \$20 million), which suggests that their backers are getting *at best* their money back. KIT Digital has bought companies at discounts to what they raised before; in October 2009, for instance, [it purchased](#) TheFeedRoom for \$10 million in stock. That company had raised more than \$61 million.

As part of the trio of acquisitions, KIT Digital is adding a number of new executives. Among them: KickApps CEO Alex Blum will now be the company’s chief operating officer, while Kewego CEO Michel Meyer is now SVP of product management.

Reply.com Buys ‘Numerous’ Real Estate And Home Improvement Sites

[Reply.com](#), which runs an online marketplace that lets companies buy information about people who have indicated an interest online in buying a certain product, is doubling down on the real estate and home improvement categories. The company says it has purchased “numerous web properties” related to real estate and home improvement, which let consumers solicit bids for home-related projects or express interest in buying or selling a property and in turn let businesses purchase the leads. They include low-trafficked sites like [FastRoofingBids.com](#) and [LeadToRealty.com](#).

Reply.com, which generates most of its revenue from selling online automotive, real estate and home improvement leads, did not specify who it is buying the sites from (they appear to have different owners) or how much it is paying. The company did say however that it would “continue to target assets that deliver new sources of traffic, bring new advertisers to Reply.com, or allow us to expand into new categories.”

Reply.com [filed to raise](#) \$60 million in an initial public offering last February but the company has been mum about those plans for more than six months now. In June, it [raised \\$15 million](#) in new funding. At the time, a spokeswoman said the funding was “independent of the IPO plans.”

Google Buys Social Voice Startup SayNow

Google ([NSDQ: GOOG](#)) has [purchased](#) social voice startup SayNow, suggesting that the search giant's ambitions to create new voice applications will continue to grow. It launched Google Voice in 2009, and last year, the company started allowing Gmail users to make telephone calls directly from Gmail. Now, it has acquired SayNow, a company that's probably best known for the celebrities who use its services to do conference-call type voice meetings with, and collect voicemails from, their fans.

It's yet another addition to Google's growing portfolio of purchases. In addition to buying AdMob, Slide, and On2, Google [purchased 37 smaller companies](#) in the first nine months of 2010, for a total acquisitions bill of close to \$1 billion.

This is the second Google purchase announced today, along with analysis company [flickr](#).

Mystery Revealed: BlueKai Buys Ad Performance Monitor TrackSimple

Earlier this week, an SEC filing by ad data collector BlueKai [showed](#) the sale of \$6.7 million in company stock for a transaction that appeared to be a merger. The company wasn't talking about its plans then, but this afternoon, BlueKai CEO Omar Tawakol told paidContent that it was buying [TrackSimple](#), a company that collects data for marketers and lets them analyze their total media spending in one spot. The acquisition was an all-stock transaction and involved no cash.

The acquisition was timed for the release of Bellevue, Washington-based BlueKai's new marketing suite, which includes tag management. Billed as a comprehensive system for collecting, managing and analyzing private audience data from a single integrated interface, the product is aimed at advertisers and agencies.

For BlueKai, which has been one of largest marketplaces for online data for advertisers, agencies and publishers since opening its doors only three years ago, the acquisition of Seattle-based TrackSimple and the introduction of these new data management tools means that it can offer a "closed loop" for media planning.

"Marketers would come to us with their own intent data and ask if they can use us as a platform for our own private data," Tawakol said. "We were great at outside data, but being able to go as deep as TrackSimple and offer details about the performance of ad campaigns was a layer we didn't have."

The analytics space has been hot for over a year, in terms of deal activity and the rush of companies looking to expand their services. Last week, for example, Adobe ([NSDQ: ADBE](#)), which spent \$1.8 billion to buy audience measurement service Omniture ([NSDQ: OMTR](#)) over a year ago, [acquired](#) Demdex as it sought to add a layer to its ad targeting capabilities.

Tawakol wants to keep things clear and easy with TrackSimple. The brand itself will remain largely independent, even as many of its services are integrated within BlueKai. "Our view is be way ahead of the market," Tawakol. "A lot of companies are focused on integrating data into their closed media stacks. We're not going to serve ads, we're not trying to own the media stack. Instead we will be the biggest data stack, integrated into all other media stacks. It is a more open approach to data." [Release](#)

Management Systems Society's Acquisition of a Majority Stake in MedTech Media, LLC

Berkery, Noyes & Co. LLC, a leading independent investment bank serving the media, information, and marketing services markets, assisted in negotiations and acted as exclusive financial advisor to MedTech Media, LLC's founder and selling shareholder Neil Rouda in his sale to the Healthcare Information and Management System Society (HIMSS).

"Two of the healthcare technology industry's top information and communications providers have deepened their relationship to further serve this robust marketplace." said Kathleen Y. Thomas, the Managing Director at Berkery Noyes who represented Mr. Rouda in the transaction.

As MedTech's partner since it was founded in 2003, HIMSS has a deep understanding of its new subsidiary's values and interests. As part of the deal, MedTech will begin publishing *Government Health IT* in 2011. Editorial decisions of MedTech's award-winning publications, *Healthcare IT News* and *Healthcare Finance News*, will remain independent and MedTech will continue to produce *HIMSS Daily Insider*, the *HIMSS Expo Yellow Pages*, the *HIMSS Resource Guide* and other annual conference-related publications and products.

"HIMSS" interest in our company reflects well on the talents and dedication of the people who work at MedTech. We owe our success to our partnership with HIMSS, to the industry we cover, but most of all, to our hardworking employees," Mr. Rouda said.

MedTech's management team, led by current President, Jack Beaudoin, will maintain significant ownership in the company.

"Going forward, it is my expectation that the activities of HIMSS and MedTech, while continuing to be run through separate companies, will support mutual growth and our ability to drive improvement and transformation in healthcare through information technology," said HIMSS president and CEO, H. Stephen Lieber, CAE.

ProQuest Acquires ebrary

ANN ARBOR, Mich., January 6, 2011 - As its content-unifying new search platform rolls out to libraries around the world, ProQuest has acquired acclaimed e-book pioneer ebrary, setting the stage for significant acceleration of the process of serious research. The agreement will marry both companies' inventive, user-centric technologies and add a growing pool of a quarter-million e-books to ProQuest's monumental content offerings. The combined collection will enable users to search seamlessly across multiple formats – books, journals, dissertations, newspapers, video, and more – and across eight centuries of the world's knowledge.

“This is a game-changer for global research,” said Marty Kahn, ProQuest CEO. “While a natural next step has been to enhance e-book discovery for ProQuest platform users, there's also far greater potential here. We're primed for imaginative technology mash-ups that will energize users and accelerate the knowledge industry. The creative minds and deft technologists of ebrary are a welcome and fitting addition to our future-oriented business.”

Founded in Palo Alto in 1999, ebrary is a fast growing leader in the rapidly evolving e-book industry, having increased its 2010 revenue by more than 30 percent over the previous year. Keys to its success are its flexible models including subscription, perpetual access, and patron-driven acquisition; a growing selection of digital books and other valuable content from some 500 of the world's top publishers; and cutting-edge technology including InfoTools™ and DASH!™, designed by some of Silicon Valley's most talented engineers. ebrary has built a reputation for providing consistent innovation that uniquely supports the research experience, making the company a natural fit in ProQuest's mission to support global research.

ProQuest plans continued investment in ebrary's popular products and services for the academic, corporate, and public library markets including Academic Complete™ the company's flagship product. Academic Complete is noted as one of the best e-book values in the industry with multi-user access to more than 52,000 titles. ProQuest will also expand ebrary's selection of research tools and ability to support new e-book devices as well as broadening language coverage from its current support of major European languages to include Chinese, Arabic and others. Further, the company will accelerate the indexing of e-book content on its own all-new platform where books offered by ebrary will be searchable along with ProQuest's highly-sought research content. Ultimately, as part of the ProQuest family, ebrary will be positioned to drive new levels of e-book discovery and usage, enhancing value for both publishers and end-users.

ebrary founders Christopher Warnock and Kevin Sayar will remain to lead the business in its Palo Alto headquarters.

“ebrary is extremely excited to become a part of ProQuest,” said Christopher Warnock, CEO of ebrary. “There is tremendous synergy between our products and services as well as our teams. Together, we know that we can provide best-of-kind services to libraries worldwide and the users they serve.”

“This is the next chapter for ebrary,” said Kevin Sayar, ebrary President. “We are happy to be part of an organization with a broad range of strengths and we're looking forward to

collaborating in ways that will inspire entirely new information solutions and captivate new users.”

The acquisition of ebrary is continued evidence of ProQuest’s ability to offer high-value content in emerging formats and expanded, user-efficient delivery systems – from all-new search platforms at ProQuest, Dialog and RefWorks to groundbreaking discovery tools such as the Summon™ web-scale discovery service.

Camelot Education is Private Equity Firm's Latest Education & Training Investment

The Riverside Company added to its extensive education and training resume with the acquisition of Camelot Education (Camelot) of Austin, Texas from Charterhouse Group, Inc. Camelot provides for-profit education services for K-12 students. It gears its services toward special needs children and “at-risk” youth who require alternative and special education.

Camelot's alternative education schools perform well, producing measurably better results for student testing scores, graduation results and satisfaction. Typical alternative education students in schools often have had behavioral issues or encountered personal problems such as drug abuse or pregnancy.

Camelot also operates several therapeutic day schools that focus on teaching academic curricula and necessary life skills to youth with challenges such as autism, emotional disturbance, learning disabilities, and mental retardation in a safe environment.

The need for alternative education is growing in the United States, with rising numbers of at-risk students and dropouts corresponding to increasing performance demands from the state and federal government. Camelot's track record provides an excellent platform for continued growth in this underserved market.

“Camelot has a proven and unique educational approach that produces results,” said Riverside Managing Partner [Suzy Kriscunas](#). “Alternative and special education has significant growth potential, and we're proud to be acquiring such a high-quality provider. We're excited about accelerating the growth of this company.”

Camelot Education will be a portfolio company in Riverside Capital Appreciation Fund V while Camelot's System of Care Division continues to be a portfolio company of Charterhouse Group.

Working with Kriscunas on the deal for Riverside were [David Gold](#), Operating Partner; [Mike Skelton](#), Operating Executive; [Peter Tsang](#), Principal; [Meranee Phing](#), Vice President; [Ben Davis](#), Associate; and [Neil Kee](#), Analyst. Senior Advisor [Bob Bowen](#), who joined Riverside in March 2010 and brings more than 40 years of experience to the firm's education & training team, also helped evaluate the transaction. The deal was sourced by [Amy Margolis](#) of Riverside's Origination group.

M&I Bank and Babson Capital provided financing for the transaction. This is the 249th overall acquisition for Riverside and the second of 2011.

Google Acquires Fflick to Boost YouTube's Social Features

Google-owned YouTube confirmed Wednesday that it has acquired Fflick, a company that analyzes social media chatter to discover relevant content.

"We were impressed by the technical talent, design instincts and entrepreneurial spirit of the Fflick team," YouTube said in a [blog post](#). "As part of YouTube, the Fflick team will help us build features to connect you with the great [videos](#) talked about all over the web, and surface the best of those conversations for you to participate in."

Comments on YouTube are not usually considered to be the most informative or high-brow, so perhaps Fflick can make sense of comments like ":02 BOOBIES!!!" and other unprintable observations. YouTube said Tuesday that it sees more than 400 tweets per minute that contain a YouTube link and over 150 years worth of YouTube videos are viewed on Facebook every day.

"We've always believed that there are great [conversations](#) happening all the time off of YouTube.com, and that commentary has the potential to enrich your experience when watching and discovering video on YouTube itself," YouTube said.

Separately, Google has also acquired voice [chat](#) platform SayNow.

"Since 2005, we've explored fun and entertaining ways for people to talk with each other. Through the Web, [smartphones](#), and even land lines, our products brought communities together through the power of voice," SayNow said in a note on its Web site. "And as Google has some of the best voice products in the world, we believe combining forces with the Google Voice team will let us innovate in new and unexplored areas."

SayNow did not have any specific product plans to announce except to say that it will be integrated with Google

Acquisition of stake in Techlightenment

17 January 2011 - Experian, the global information services company, has acquired a majority stake in Techlightenment, a UK-based provider of social media marketing tools.

Founded in 2007, Techlightenment is a data-driven technology and marketing business that provides social media marketing services to multinational [companies](#) and global advertising agencies. Techlightenment uses its proprietary technology platforms to help its clients market and advertise effectively using social media. Techlightenment's clients include GlaxoSmithKline, Universal Pictures and Dr Martens.

The acquisition is a further step in Experian's strategy to grow its digital marketing activities. It extends Experian's capability into the increasingly important social media channel, adding to Experian's presence in the online, email and mobile channels.

Techlightenment's revenue in the year to 28 February 2011 is expected to be approximately GBP5m, with gross assets at the year-end of GBP2.5m. The stake in Techlightenment was acquired from its founders. Techlightenment will form part of Experian's UK Marketing Services division.

UberMedia acquires Mixx.com

UberMedia, the independent provider of applications for reading and posting to Twitter and other social media platforms, has announced its acquisition of Mixx.com. Mixx has been a leader in curating social content into channels of information that enable users to find content and people who are relevant to their interests.

UberMedia plans to add these channels to its family of apps, including UberTwitter, Twidroyd and Echofon.

“Mixx has done a tremendous job of pulling together content from around the Twittersphere and other social media platforms and assembling it in a way that makes it easier and more enjoyable for users to see things they wouldn’t otherwise be exposed to,” said Bill Gross, CEO of UberMedia.

“By applying their technology and talent toward developing channels for our apps, we’ll be able to bring engaging content right to your phone alongside your timeline.”

UberMedia is headquartered at [Idealab](#) in Pasadena, CA.

Travel site NileGuide.com acquires 10Best.com

Global travel content publisher [NileGuide.com](#) has acquired travel recommendation site [10Best.com](#) from Enveritas Group. The term of the deal were not disclosed. This is the second deal in less than a year, in May 201 DigiNet reported [NileGuide's acquisition of travel insights website Localyte](#)

“We’re committed to creating high-quality original travel content that marries local knowledge with expert editorial, and this acquisition helps us accelerate that strategy,” said NileGuide CEO Josh Steinitz.

NileGuide has a proprietary global network of several hundred contributing editors, known as NileGuide Local Experts, who live in top travel destinations around the world. These Local Experts provide free itineraries and unique, “for-travelers-by-locals” insight into topics ranging from the top kid-friendly things to do in London to the best hotels in New York City. Additionally, through the Localyte acquisition, [NileGuide.com](#) provides visitors with the ability to receive answers to their travel questions from locals living in over 75,000 destinations around the world.

10Best.com, known for its strengths in restaurant and attraction recommendations, features additional original content on the best hotels and places to shop in the world’s top cities. For example, the site provides users with travel advice on topics ranging from the best seafood restaurants in New Orleans to the top attractions in Chicago.

10Best founder Brice Bay of Enveritas Group adds, “We’re excited to bring 10Best to a company that’s growing through a combination of top-notch original content and providing travelers with Q & A access to a massive community of people living in top destinations around the world. NileGuide is pushing the envelope in original travel content, and we’re excited to contribute to their growth.”

Zynga acquires online games developer Area/Code

Zynga has acquired Facebook and online games developer Area/Code Games. The business is renamed is now Zynga New York.

Area/Code was founded in early 2005 by Frank Lantz and Kevin Slav. Frank Lantz and Demetri Detsaridis remain on as Creative Director and General Manager, respectively; co-founder Kevin Slavin remains, “nearby but focused on other new ventures.

Zynga is the world’s largest social game developer. More than 215 million monthly active users play its games. Zynga’s games include FarmVille, Treasure Isle, Zynga Poker, Mafia Wars, YoVille, Café World, FishVille, PetVille and FrontierVille. Zynga games are available on Facebook, MySpace and the iPhone.

MacTech Conference acquires US NSConference

[MacTech Magazine](#) and [iDeveloper TV](#) (part of The Mac Developer Network Limited) today announced that MacTech is acquiring the US version of NSConference and merging it into MacTech Conference: For Apple IT Pros and Developers. While iDeveloper TV will continue to operate NSConference UK independently, NSConference organizers will now be a part of the MacTech Conference team. The yet-to-be-announced MacTech Conference 2011 is slated for Fall 2011.

NSConference UK is March 21-23, 2011 in Wokefield Park, outside of London. The sold-out event focuses on sessions presented by some of the world's top OS X and iOS developers.

MacTech Conference 2011 will be a US-based event that delivers content for both IT Pros, and OS X/iOS Developers on the Mac. NSConference's head, Steve Scott (Scotty), will join the MacTech Conference 2011 team as Sessions Chair for the Developer Track, working with Edward Marczak (who will continue to oversee the IT Track as well as the sessions overall) and Neil Ticktin and Andrea Sniderman who oversee the entire event.

"It's clear that we hit a home run with MacTech Conference 2010. When attendees give the event a standing ovation at the close, and 100% say that they would recommend the conference, you know you've done something right," said Neil Ticktin, Editor-in-Chief/Publisher of MacTech Magazine. "I'm incredibly proud of our team for 2010. And, with Scotty joining us as Sessions Chair for the Developer Track, it just gets that much better."

"I couldn't be happier to work with someone so well known and respected in the Mac development world," said Edward Marczak, Executive Editor, MacTech Magazine, and

MacTech Conference Overall Sessions Chair. “Working together, we’re going to be able to serve the Mac community much better than working separately.”

“NSConference has proven its ability to bring great content to a great base of attendees,” says Steve Scott (Scotty) from iDeveloper TV and Developer Sessions Chair for MacTech Conference 2011. “This deal allows iDeveloper TV to bring its intimate relationship with Mac OS X and iOS developers together with MacTech’s excellent conference skills to provide an incredible event for developers based in the USA.”

EWTN acquires National Catholic Register

EWTN Global Catholic Network has signed a letter of intent to acquire the [National Catholic Register](#), a leading Catholic newspaper.

“I am very pleased and excited that the Register will now be a part of the EWTN family,” said Michael P. Warsaw, the Network’s president and chief executive officer. “All of us at EWTN have great respect for the Register and the role it has played throughout its history. It’s a tremendous legacy that deserves to not only be preserved, but also to grow and to flourish.”

“I believe that EWTN will be able to provide the stability that the Register needs at this time as well as to give it a platform for its growth in the years ahead. We’re proud to be able to step in and carry on both the Register’s name and its tradition of faithful Catholic reporting on the issues of the day,” noted Warsaw.

Under the terms of the transaction, no cash will be exchanged between the parties. EWTN will take over the ongoing operational expenses of the Register and will assume the paper’s future subscription liabilities.

The acquisition of the Register is the latest in EWTN’s efforts to expand its news presence in the global Catholic digital and multimedia market. At the start of 2010, EWTN entered into a partnership with the Catholic News Agency (CNA), a Denver-based independent Catholic news media outlet with bureaus in North and South America and Europe. Under that agreement, EWTN and CNA are sharing news resources and have created a joint news service found at www.ewtnnews.com. That arrangement was recently expanded to include a new original Spanish-language news service, EWTN Noticias, launched in January 2011.

The National Catholic Register grew out of Denver’s Catholic Register, which began on Aug. 11, 1905. Under the leadership of Msgr. Matthew Smith, the Register System of

Newspapers was developed, with the first national edition appearing on Nov. 8, 1927. It was acquired by the Legion of Christ in 1995.

Strobe Promotions, RedStapler and Zezza Network merge to form Tenthwave

Strobe Promotions, RedStapler and Zezza Network have merged to form [Tenthwave](#), a fully integrated digital marketing agency headquartered in New York. Lead by former i33 Communications Founder and Chairman Drew Rayman, Tenthwave reunites Rayman with former colleagues Steve Caputo and Rob Kaplan; Brian Hack and Mike Mazar; and Eric Schwamberger, the respective founders of Strobe, RedStapler and Zezza.

Tenthwave will provide digital and social marketing, promotions, web design and development from ideation through implementation for clients including CBS Consumer Products, eBay, Visa, Pepperidge Farm, Jim Beam, Hearst Magazines, and Sports Illustrated, among others. Drew Rayman and Steve Caputo will serve as the agency's managing partners with Brian Hack, Eric Schwamberger, Mike Mazar and Rob Kaplan serving as agency partners.

Chicago Tribune Media Group acquires Naperville Magazine

Chicago Tribune Media Group has acquired Naperville Magazine from Oster Communications LLC. Naperville Magazine was launched in 2005 and is a controlled distribution, monthly publication with a circulation of 30,000. With a focus on health, fitness, style, restaurant reviews and home features, it is the premier community lifestyle magazine dedicated specifically to Naperville area.

“

We are thrilled to be part of the Chicago Tribune Media Group. The synergies we will generate will drive more value and service to the Naperville community,” said Leah Rippe, Publisher of Naperville Magazine. Leah will report to Rich Gamble, who adds Naperville Magazine his current responsibilities as Publisher & General Manager of Chicago magazine.

“This is a great addition to our portfolio,” said Gamble. ”We’re excited to extend our reach in this important suburban area. Naperville is a great complement to our existing offerings and provides new targeted solutions for our advertisers looking to reach an affluent, educated and active audience.”

Thomson Reuters acquires LRP Publications' Public Employment Group and Bankruptcy/Banking Products Group.

Thomson Reuters has acquired LRP Publications' Public Employment Group and Bankruptcy/Banking Products Group.

LRP Publications, founded in 1977 by Kenneth Kahn, is a leading supplier of print and online publications for legal, government, educational, and business professionals. LRP's resources include case reporters offering legal case law summary and analysis, as well as hundreds of newsletters, books and videos.

LRP will continue to focus on its products for the education community and federal government managers. LRP Publications was advised by Berkery Noyes.

Skype To Acquire Qik

Skype is to acquire Qik, a provider of mobile video software and services that enable individuals to capture and instantly share video from anywhere. Qik has 60 employees, and is headquartered in Redwood City, California and has an office in Moscow, Russia. The transaction is expected to close in January 2011. Terms of the acquisition were not disclosed, though it is being reported that Skype are paying \$150 million, including an earnout.

Qik was founded in 2006 and offers innovative and flexible solutions to capture and share video with anyone across mobile devices, the web, and desktop platforms. Videos can be shared in real time or stored so moments can be viewed later, allowing for video messaging, sharing and archiving. The Qik service is available across the Android, iPhone, Symbian, Blackberry and Windows Mobile platforms, and comes pre-loaded on a wide variety of mobile handsets through partnerships with handset manufacturers and carriers.

The acquisition of Qik enables Skype to add video recording, sharing and storing capabilities to Skype's product portfolio. Through this acquisition, Skype will also be able to leverage the engineering expertise that is behind Qik's Smart Streaming™ technology, which optimizes video transmission over wireless networks.

“The Qik team has delivered exceptional video experiences for its mobile partners and millions of end users across a range of devices,” said Tony Bates, Skype's Chief Executive Officer. “Skype's software enables an estimated 25 percent of the world's international long distance voice calling minutes, and approximately 40 percent of those Skype-to-Skype calls are happening over video. Qik's deep engineering capabilities and strong mobile relationships will be an impressive complementary fit with Skype.”

“Qik has worked very hard to solve complex problems that allow millions of people everyday to take advantage of sharing their lives with those people who are most important to them,” said Vijay Tella, Chief Executive Officer of Qik. “Joining Skype allows Qik’s team to unite with Skype’s talented team to develop new and innovative products for our customers and partners.”

Zoopla acquires Houseprices.co.uk

Property search and information website, Zoopla.co.uk has acquired Houseprices.co.uk for an undisclosed sum.

Launched in 2005, Houseprices.co.uk was one of the first websites in the UK to offer Land Registry sold house price information free to consumers. It is the leading standalone website for property price paid data in the UK, attracting over 1 million visits per month and consistently listed as one of the Top 10 most-visited property websites in the UK, according to Nielsen (Source: MediaTel/UKOM).

Houseprices.co.uk offers users free access to over 11 million house price paid records in England and Wales that have sold since 2000. It will continue to be operated as a separate brand and website by Zoopla but will now link directly to the Zoopla.co.uk website, allowing users to easily access local properties for sale, current property value estimates and other features and tools available on the Zoopla.co.uk website.

Alex Chesterman, Founder & CEO of Zoopla said: “This acquisition adds to the growing list of websites that we now either own directly or power exclusively, extending our reach even further and allowing us to offer our agent and developer members exposure to a unique and unrivalled online audience. Houseprices.co.uk has built a very strong following over the years by offering a great service, which we intend to continue.”

ISG acquires Compass

[Information Services Group](#), an information-based services company, has acquired [Compass](#), the United Kingdom-based independent global provider of business and information technology benchmarking, performance improvement, data and analytics services.

The acquisition unites ISG unit TPI, the sourcing data and advisory firm, with a leading global brand for benchmarking. Together, TPI and Compass will have more than five decades of global leadership in information and advisory services, more than 600 employees in 21 countries on six continents, and a track record of significant achieved or identified client savings.

“We are pleased to welcome Compass into our company, immediately enhancing the data, analytics and advisory capabilities we can deliver to our clients. By combining an approach grounded in real-time data collection and fact-based analysis, TPI and Compass can together take advantage of the robust demand for insight and operational expertise required by our clients around performance improvement and transformational change in these organizations,” said Michael P. Connors, Chairman and CEO of ISG. “Importantly, this acquisition also represents the next step in executing our strategy of building ISG into a premier global information-based services company.”

“The combination of ISG, TPI and Compass is strategically powerful, timely and capable of creating substantial growth opportunities over the near and long term,” continued Connors.

Founded in 1980 and headquartered in the UK, Compass has 180 employees in 16 countries including the U.S., Canada, United Kingdom, France, Germany, Spain, Italy and Australia, serving nearly 250 clients worldwide. The company pioneered the aggregation and application of sophisticated metrics to understand root causes of organizational performance issues. Today, the company provides state-of-the-art benchmarking and analysis as well as transformational consulting services to global blue-chip clients such as Credit Agricole, HSBC, ING, Kraft, Old Mutual, Sony and Total.

In addition to global data and analytic capability, Compass' Fact-Based Consulting® <http://www.compassmc.com> unit generates tangible improvements in client businesses through sourcing advisory programs, recommendations in operational excellence and support in implementing transformational change in business operations. Compass uses benchmarking to support fact-based decision making, analysis to optimize cost reduction, and tools and techniques to manage business performance.

“We see great opportunities for Compass to provide ISG with a new platform of information and data-based advisory capabilities to capture additional market share, grow revenue, increase our returns and fuel future acquisitions,” added Connors. “Together, we have the world’s foremost database of performance improvement benchmarking and sourcing metrics that will provide global reach for sales, project execution and advisory services– real data from real clients.”

“Compass is delighted to be joining ISG and we look forward to partnering with expanded resources and services for the benefit of our clients,” said David Whitmore, CEO of Compass, who also becomes ISG Vice Chairman. “ISG is well-known and respected in the global information services industry. Its people are committed to driving the growth of our business so we can better serve the needs of our clients and our employees in partnership with TPI.”

ISG is acquiring Compass from its current shareholders who include the founder, Olof Soderblom, senior management and a syndicate of private investors. Marek Gumienny, an investor in Compass and Chairman of Candover Partners, a UK based private equity firm, has agreed to purchase an additional 500,000 shares of ISG following the consummation of the transaction. This will bring his ISG holdings up to approximately 4.7% of the total outstanding shares.

TheTrainingCo., producers of the Techno Forensics and Techno Security & Digital Investigations Conferences, has announced the acquisition of Mobile Forensics World.

The new Mobile Forensics Conference is specifically dedicated to federal, state, and local LE forensic specialists, corporate and private forensic examiners, industry leaders, and academic researchers performing mobile device forensics.

With topics such as Mobile Device Forensics (cell phone, PDA, smart phone, satellite phone, GPS), Advanced Techniques of Mobile Forensics, SIM/USIM Card Analysis, TDMA/CDMA/GSM/iDEN Handset Analysis, Cell Site Analysis, Call Data Record Analysis, Mobile Forensics Applications, and Mobile Forensics Research this event promises to be a perfect start to an ongoing relationship for many members of this great community.

This year's Mobile Forensics Conference is being hosted by Cellebrite, the industry leader in Real-time Mobile Forensic Solutions and will be held in conjunction with the Techno Security & Digital Investigations Conference June 5-8, 2011, at the Marriott Resort at Grande Dunes in Myrtle Beach, South Carolina. The conference will feature the top names, vendors, presentations, and training in the Mobile Forensics community.

Swedish investor Bure Equity (STO:BURE) on Thursday said its fully-owned management training consultancy Mercuri International has bought local business simulation firm Celemi, including Bure's 32.3% in it, for a total of SEK37m (USD4m/EUR3.04m).

The transaction is aimed at enhancing Mercuri's product and service offerings, as well as its geographical presence, after the company underwent restructuring last year. Bure is financing the deal and expects a preliminary exit gain of SEK3m. Celemi will be integrated into Mercuri after the closing of the transaction, which is expected this month. Country: , Sweden Sector: Business and Consumer Services Target: Celemi Group AB Buyer: Mercuri International Group AB Vendor: Bure Equity AB Deal size in USD: 4m Type: Corporate acquisition Status: Agreed

Oversee.net Acquires ShopWiki As Anchor Property in Retail Vertical Market

Company acquires New York-based multinational shopping search engine to expand its portfolio of websites that help consumers make informed purchase decisions

LOS ANGELES and NEW YORK (January 28, 2011) — Oversee.net® has acquired ShopWiki Corp., parent of the multinational Internet shopping search engine, the companies said today.

The acquisition is the first in the consumer retail space for Oversee’s expanding Vertical Markets division, which is further developing the company’s contextual search and comparative results capabilities to create site experiences that help consumers make purchase decisions.

ShopWiki, founded in 2005 and majority-owned by growth equity firm Generation Partners, has shopping comparison websites serving 11 countries in North America, Europe and Australia. The sites help users find places to purchase products for sale on the web by intelligently searching and organizing nearly half a billion consumer offerings.

Oversee establishes retail presence

Oversee, which operates successful comparison sites in the travel and financial services sectors like LowFares.com™ and CreditCards.org, was attracted to ShopWiki because of its potential to serve as a cornerstone of Oversee’s retail presence. “ShopWiki is the most comprehensive shopping search engine in the market,” said Oversee CEO and President Jeff Kupietzky. “The acquisition is a perfect fit with our ability to apply our expertise in acquiring and managing Internet traffic to improve comparison and buying decisions for consumers.”

ShopWiki CEO Rory Cumming was attracted to Oversee for similar reasons. “Oversee provides services for over 10 million domain names and has unique insight into consumer preferences and Internet traffic,” he said. “Through contextual search, consumers who navigate through Oversee’s network of names will see relevant offers more often with ShopWiki.”

Terms of the deal were not disclosed. Gridley & Company, a New York City-based boutique investment bank, provided ShopWiki Corp. with advisory services on the deal. Oversee.net was advised by Portico Capital. Cumming will serve as Oversee’s General Manager, Retail, and will continue to run the property from New York as a wholly-owned subsidiary of Oversee and as a section of Oversee’s Vertical Markets division.

A Generation Partners Investment

Generation Partners, a \$350 million private investment firm, was the company's largest shareholder and only institutional investor. "ShopWiki has been a great investment for our firm," commented John Hawkins, Managing Partner at Generation Partners. "The company's proprietary technology proved to be a true differentiator in a competitive market and allowed ShopWiki to grow its top-line revenues at a rate several times that of the overall market. ShopWiki is one of several successful investments Generation has made in the online advertising and media industries. Others are Demand Media, an internet-based model for creating high quality, commercially viable content, which recently completed a public offering, and iCrossing, a leading global digital advertising agency which was recently sold to Hearst Corporation. We continue to focus on this sector and look forward to making several additional investments in the space that capitalize on the same online advertising trends that made ShopWiki so successful."

"The ShopWiki management team, led by CEO Rory Cumming, has done an outstanding job building the company," said Louis Marino, Vice President at Generation. He added, "ShopWiki is an example of Generation's investment strategy: we specialize in providing growth capital to exceptional entrepreneurs, focus exclusively on high-growth service businesses and generate our returns through core business growth, rather than through financial leverage."

About Oversee.net

Oversee.net® is the leader in Internet real estate, specializing in monetizing, registering, selling and developing domain names. The company provides an array of managed services to domain investors, corporations, and individuals across more than ten million web sites. Oversee owns one of the largest portfolios of domain names in the world—more than 1 million names. The company's unique optimized technology connects consumers and advertisers with highly relevant advertisements. Headquartered in Los Angeles with offices in Portland, Oregon, Pompano Beach, Florida, New York City and Frankfurt, Germany, the company's core brands include DomainSponsor®, SnapNames®, Moniker®, DOMAINfest®, LowFares.com™, Creditcards.org, ShopWiki.com, and AboutAirportParking.com®. To learn more, please visit www.oversee.net.

About Generation Partners

Generation Partners is a private equity firm with \$350 million of capital under management with offices in Greenwich, CT, San Francisco, CA, and Austin, TX. Generation provides equity capital to growth companies and pursues both majority and minority investments. Generation specializes in recurring revenue service businesses concentrated in three industry groups: Business & Information Services, Healthcare Services & Software and Media & Communications. Over the past 23 years, the firm's

principals have invested in more than 50 companies including: Post University, Sterling Infosystems, Virtual Radiologic, Agility Recovery Solutions, MedVance Institute, Demand Media, HotJobs, thePlatform for Media, iCrossing, High End Systems, and many others. For more information on Generation Partners, please visit www.generation.com.

BLR and M. Lee Smith Publishers Join Forces

If two heads are indeed better than one, then Fortis Business Media LLC will be a powerhouse.

That is the new company name for the merger of two longtime SIPA members: Business & Legal Resources (BLR) of Old Saybrook, Conn., and M. Lee Smith Publishers (MLSP) of Brentwood, Tenn. The merged companies will retain existing branding and operate as subsidiaries of parent company Fortis.

“BLR and MLSP bring 35 years of experience in providing top-rated compliance products,” said Robert L. Brady, CEO and founder of BLR, and SIPA’s Secretary and 2011 Annual Conference Chair. “Our combined investments in technology platforms and broad-spectrum delivery channels will better position us to meet the challenges of information marketing and distribution in the Internet age.”

MLSP CEO Dan Oswald, who is also president of the Specialized Information Publishers Foundation, agreed with Brady’s assessment. “Both companies command great respect among U.S. employers of all shapes and sizes, and this merger will allow us to leverage our respective strengths. We are excited about the opportunity it offers to develop valuable new products and take them to new markets.”

This merger continues the common strategy at both companies to provide customers with best-of-breed compliance technology, content and customer service. Together, the merged entities will serve more than 250,000 professionals in the fields of human resources, environmental compliance management, employee safety, workers’ comp management and workplace training.

“It was a long time in the process,” said Brady, who added that MLSP founder Lee Smith first approached him in the late ’90s about the idea. “Only in the last couple months did it really come together. Through SIPA, I’ve known Dan for 20 years and have seen him develop all the way from a junior employee into a great CEO. I’ll be happy not to have to compete against him anymore. The two companies together make a lot of sense; we can capitalize on what each of us does best.”

The new senior management team, led by Oswald, will consist of Brady, Guy Crossley (also a SIPA board member), Bobby Edgil, Matt Humphrey and Lawton Miller. The company will be headquartered in Brentwood, a suburb of Nashville, retaining operations in Old Saybrook and Alameda, Calif.

Prairie Capital, a Chicago-based private equity investment firm that has been an investor in M. Lee Smith Publishers, will continue as an investor in Fortis Business Media. “The combination of BLR and MLSP creates a market-leading resource for compliance-related information,” said Nathan Good, vice president at Prairie Capital. “We are excited to be

partnering with Dan and Bob, and their respective organizations, to provide best-in-class products to our many current and future customers.”

Founded in 1975, MLSP works with the 50-member Employers Counsel Network of law firms to provide compliance guidance through their HR Hero® line of products and the HRLaws platform. BLR has been, since 1977, a leading provider of employment, safety and environmental compliance solutions. Professionals use MLSP and BLR products and services to develop and implement policies and practices that meet the complex demands of multiple and often overlapping state and federal laws, and train employees and supervisors on implementing them.

Reed Sells B&C, Multichannel News, TWICE to NewBay

Reed Business Information-U.S. sold its longstanding TV trade pubs Broadcasting & Cable and Multichannel News to NewBay Media, a b2b publisher with a large presence in the broadcast/video space. Also sold to NewBay was This Week in Consumer Electronics (TWICE).

“We’re truly excited to have the opportunity to work with this talented team and to have these market-leading brands join the NewBay family,” said Steve Palm, CEO, NewBay Media, in a statement. “This acquisition further demonstrates NewBay’s commitment to our goal of delivering value to our advertisers, readers, and partners in these critical markets.”

Among NewBay's broadcast/video magazine brands are Government Video, TV Technology, Television Broadcast and Videography. NewBay also publishes the NAB Daily News show daily.

Broadcasting & Cable and Multichannel News had been very competitive brands for Reed, but were eventually affected by broadcast and cable industry consolidation, prior to the challenges of the advertising drop-off that has reshaped most magazine publishers. Through September, B&C's ad pages have declined by 51.12% compared to January-September 2008, according to IMS/The Auditor. Multichannel's ad pages have declined by 43.7% across the same period. (See min's b2b for category ad-page boxscores.)

The Jordan, Edmiston Group brokered the deal for RBI.

Iris Data Services Inc., a leading provider of discovery solutions, announced today that it has acquired Itek Imaging, LLC, a major provider of full service litigation support including eDiscovery, computer forensics, and imaging & coding to the New York City area. Itek's downtown location at 307 West 38th Street, Suite 807, New York, NY 10018, 212-643-3000, will expand Iris' production capacity and compliment its existing data center at 111 Eighth Avenue, New York, NY, 10011. Iris Data Services is a leading supplier of discovery solutions including eDiscovery, computer forensics, attorney document review, and online hosting utilizing their proprietary review platform, Unify™.

Adknowledge Raises Over \$200 Million To Pursue Acquisitions

KANSAS CITY, MO – Adknowledge, the leading long tail advertiser marketplace, announced today that it has raised over \$200 million in debt and equity financing to fuel its growth through future acquisitions. JMI Equity, a growth equity firm that invests in leading software, internet and business services companies, led the equity investment, while Bank of America led the debt financing. In the U.S. and international markets, Adknowledge plans to use the funding to further expand its network so advertisers can access inventory from valuable segments of the long tail marketplace online, such as mobile, video, content sites, and display.

The new investment is a testament to Adknowledge’s strong growth, profitability, and market position. Having roughly doubled its revenue over the past 12 months through a series of strategic acquisitions and organic growth, Adknowledge closed 2010 as the largest privately-owned internet advertising network in the U.S. with over 330 employees, and \$300 million in revenue.

A Single Efficient Marketplace

Adknowledge operates the leading long tail marketplace, www.bidsystem.com, for advertisers who are looking to syndicate their advertisements into different types of non-search distribution on a cost-per-click and cost-per-action basis. Today, more than 10,000 advertisers use Adknowledge to promote their offers across “hard to reach” segments of online advertising, such as casual gaming, email, social networks, display, mobile, and domain inventory. The company has developed a unique model for efficiently monetizing disaggregated Web traffic across these various channels, where highly engaged consumers spend the majority of their time online.

“It’s easy to advertise with Google, Bing and Facebook, but much tougher to reach the rest of the Internet because it’s so fragmented,” said Scott Lynn, chief executive officer of Adknowledge. “We believe there are currently too many intermediary companies that make it very confusing and inefficient for advertisers to buy and execute their advertising campaigns across the tail. With this new investment, we will continue to further our goal of creating a ‘must buy’ marketplace for online advertisers.”

“Adknowledge has experienced tremendous growth since its founding, and we believe advertisers will continue to utilize the company’s sophisticated technology platform to streamline their marketing efforts,” said JMI Equity General Partner, Brad Woloson, who has joined Adknowledge’s Board of Directors. “We are excited to have the opportunity to

work closely with Scott and the Adknowledge team and lend our expertise in online advertising to help them capitalize on their many growth opportunities.”

About JMI Equity

JMI Equity is a growth equity firm focused on investing in leading software, internet and business services companies. Founded in 1992, JMI Equity has invested in more than 100 businesses in its target markets and has over \$2.1 billion of committed capital under management. JMI Equity provides capital for growth, recapitalizations, acquisitions and buyouts. Representative investments include DoubleClick, iContact, Eloqua, Internet Brands, Undertone and Service-now.com. For more information on JMI Equity, visit www.jmiequity.com.

About Bank of America

Bank of America is one of the world's largest financial institutions, serving individual consumers, small- and middle-market businesses and large corporations with a full range of banking, investing, asset management and other financial and risk management products and services. The company is among the world's leading wealth management companies and is a global leader in corporate and investment banking and trading across a broad range of asset classes, serving corporations, governments, institutions and individuals around the world. Bank of America Corporation stock is a component of the Dow Jones Industrial Average and is listed on the New York Stock Exchange. For more information, visit www.bankofamerica.com.

About Adknowledge

Adknowledge operates the 4th largest marketplace for advertisers to connect with their target audiences in hard-to-reach places on the Web with similar ROI as search. Since its founding in 2004, Adknowledge has grown organically and through acquisitions (including Miva, Super Rewards and Hydra) to become the largest privately-owned Internet advertising network. The company connects advertisers with consumers across the long tail Web via multiple channels, including mobile, email, search, domains and social networks. For more information on Adknowledge, visit www.adknowledge.com.

W.W. Grainger Inc. ([GWW](#) - [Analyst Report](#)) has announced that it is divesting all of the assets of library supplies provider Highsmith to Madison, WI-based library supplier DEMCO Inc. for an undisclosed amount.

The Highsmith brand was a part of Grainger's U.S. Specialty Brands portfolio. Grainger's Specialty Brands provide targeted customer segments with products and services specific to their work or industries.

The company is undergoing a strategic review of the U.S. Specialty Brands portfolio, and in addition to Highsmith, Grainger is contemplating the possible divestiture of four additional brands viz. Professional Equipment, Construction Book Express, McFeely's and Rand.

The brands under contention along with Highsmith contribute a mere 1% of total Grainger revenue. Grainger plans to invest in the remaining Specialty Brands portfolio including: Lab Safety Supply, Imperial, Gempler's, Ben Meadows and AW Direct, and explore strategic acquisitions to grow the portfolio.

Highsmith, a direct marketing leader in the library equipment, furniture and supplies market, has been part of Grainger for two years. It was acquired by Grainger in July 2008 for \$27.5 million in cash and \$6.1 million in assumed liabilities. Highsmith had generated sales of \$64 million in 2007.

The divestiture will not have a material impact on Grainger's revenues and instead will help it focus on maintaining specialized brands in growing markets that are strategic to its core offering and leverage Grainger's distribution capabilities.

Grainger recently reported November sales growth of 14% year over year. Thus far, in December 2010, the company stated that the daily year-over-year percentage growth is tracking consistently with the 14% growth rate recorded in November with a higher mix of sales for products related to the oil spill clean-up than observed in November.

For the fiscal fourth quarter, the company expects EPS in a band \$1.49 to \$1.69. Grainger forecasts fiscal 2010 EPS in the range of \$6.50 to \$6.70 and for 2011 in the range of \$7.15 to \$7.90. The Zacks Consensus Estimates for the fourth quarter, fiscal 2010 and fiscal 2011 currently stand at \$1.65, \$6.66 and \$7.66, respectively, all within the company's targeted ranges.

Grainger remains focused on expanding its product offering and has the financial wherewithal to further invest in growth opportunities, increase dividends and reinvest capital through share repurchases. Gradually improving economic activity, market share gains, benefits from growth investments, share repurchases and acquisition accretion should lead to strong earnings growth in 2010 and 2011. We maintain an Outperform rating on the stock. The company retains a Zacks #3 Rank (short-term Hold recommendation) on the stock.

Based in Lake Forest, Illinois, Grainger is a distributor of facilities maintenance and other related products and services. The company distributes material handling equipment, safety and security supplies, lighting and electrical products, power and hand tools, pumps and plumbing supplies, cleaning and maintenance supplies, forestry and agriculture equipment, building and home inspection supplies, vehicle and fleet components, and various aftermarket components. Grainger competes with **Applied Industrial Technologies Inc.** ([AIT](#) - [Snapshot Report](#)) and **WESCO International Inc.** ([WCC](#) - [Analyst Report](#)).

Access Intelligence Acquires Healthcare Media Brand OR Manager

Access Intelligence (parent company of min and minonline) and its Dorland Health division have acquired OR Manager, a media brand and events company serving operating room executives, managers and doctors. OR Manager's suite of publications, webinars, books and an annual conference will become part of AI's growing healthcare business information group, Dorland Health.

OR Manager's content portfolio is aimed at improving surgical services, patient safety, cost management, technology and quality healthcare. It serves a market of 80,000 OR professionals. The co-founders of the 25-year-old OR Manager brand, Ellie Schrader (publisher) and Pat Patterson (editor), will remain in their position. The new unit will work with Access Intelligence's SVP of Dorland Health, Diane Schwartz.

Don Pazour, president and CEO of Access Intelligence, says, "We find OR Manager's annual conference and its outstanding content offerings to be the leading resource for this important community of healthcare professionals who are managing one of the most critical areas of the hospital organization."

OR Manager's Schrader says, "This acquisition will take OR Manager to a new level to help OR personnel provide patient safety and quality care in a rapidly changing healthcare industry."

The purchase continues AI's ongoing strategy to acquire companies with strong subscription-based products and events in well-defined strategic markets.

In July 2009, AI acquired Contexo Media, whose portfolio included Dorland Health. The OR Manager acquisition marks a further expansion for AI into the niche markets of medical coding, case management, patient advocacy and operating room management.

USA Today' acquires Reviewed.com

McLean, Va.—USA Today has acquired Reviewed.com, a group of 12 product-review websites that provide comprehensive reviews for technology products. Among Reviewed.com's sites are DigitalCameraInfo.com, PrinterInfo.com and TelevisionInfo.com.

USA Today said that Reviewed.com's management team will continue to operate the company and will remain in Boston. Financial terms of the deal are undisclosed.

SumTotal Systems Acquires GeoLearning

Industry's Largest & Most Complete Talent Management Provider Extends Leadership Position and Expands into Additional Target Markets

Gainesville, FL, January 5, 2011 — SumTotal® Systems, Inc., the global leader in complete talent management solutions, today announced that it has acquired GeoLearning. This strategic acquisition expands on the company's significant growth and momentum and further solidifies SumTotal's market leadership position by adding proven go-to-market capabilities in mid-market, government, and extended enterprise market segments. The combined footprint provides unparalleled capabilities that cover the complete spectrum of Talent Management business needs. SumTotal now represents the industry's largest and most complete provider of learning and talent management software across the globe with full end-to-end capabilities and market dominance.

“With the acquisition of GeoLearning, SumTotal has snapped up one of the leading LMS players to even more firmly establish its #1 position in the learning market and strong position in integrated Talent Management Systems,” said Josh Bersin, president and chief executive officer, Bersin & Associates. “GeoLearning's strengths in SaaS, extended enterprise solutions, and managed services for the SMB and mid-market will help SumTotal continue to grow its leadership position in all segments of the market.”

Founded in 1997, GeoLearning is the leading provider of managed services and on-demand learning management software. GeoLearning has a recognized history of innovation with comprehensive software products to address the needs across both employee development and extended enterprise. Companies, government agencies, and non-profit organizations rely on GeoLearning's deep domain expertise to drive organizational performance. GeoLearning has been the ideal partner for organizations seeking to increase sales, accelerate time to market, raise productivity, generate new revenue streams, and reduce expenses.

With customers such as Sony Electronics (NYSE: SNE), Amway (KUL:AMWAY), Seagate (NYSE: STX), Dell (NASDAQ:DELL), and Google (NASDAQ:GOOG), SumTotal represents the industry's largest provider of learning and talent management solutions with over 39 Million users across 2,300 global customers. The company's talent management software offering is leading the industry with integrated learning, performance, compensation, succession, development, 360 feedback, hiring, social collaboration, planning, workforce analytics, and core HR management, all from a single vendor. This strategic acquisition fulfills SumTotal's promise to the market to provide the most complete talent management offering and to every market segment.

“This is great news for our customers who now have access to additional expert resources and a comprehensive offering that spans all strategic HR functions,” said Scott Andriano, Senior Vice President of Sales at GeoLearning. “With significant backing focused on delivering real long-term customer value, our combined companies have the ability to more rapidly invest and scale to support growing customer demand.”

The acquisition provides customers with many immediate benefits:

- Fully integrated Talent Management covering the business needs of every market segment
- Established localized operations with customers deployed in 156 countries in 39 different languages
- Significant resource expansion across R&D, Services, Support, & Account Management
- Deep domain & subject matter expertise across 38 different verticals
- Expansive user community sharing best practice in Fortune 500, mid-market, government, and extended enterprise markets
- Proven leadership with extensive knowledge in HR & technology advancement
- Single vendor solution that mitigates customer risk

“These are exciting times for our industry, and our mission remains focused on significantly increasing the value our customers gain from partnering with SumTotal,” said John Borgerding, CEO of SumTotal Systems. “The focus and dedication our team has for customers and this industry is represented in this strategic acquisition. As the true market leader, we will continue to innovate, accelerate, and help our customers to achieve new levels of success.”

For more information, visit the company’s website at www.sumtotalsystems.com.

About SumTotal Systems

SumTotal Systems, Inc. is the global leader in complete talent management software that enables organizations to more effectively drive business strategy. Recognized by industry analysts as the most comprehensive talent management solution, SumTotal provides full employee lifecycle management, including a core system of record, from a single provider for improved business intelligence. The company offers customers of all sizes and in all industries the most flexibility and choice with multiple purchase, configuration, and deployment options. With more than 2,300 customers and 39 million users worldwide, we have increased the performance of the world’s largest organizations including Sony Electronics (NYSE: SNE), AstraZeneca (NYSE: AZN [ADR]; London: AZN), Amway, GKN (London: GKN), and Seagate (NYSE: STX). For more information, visit www.sumtotalsystems.com.

Ziff Davis Buys Tech Deals Site LogicBuy; Launches Ad Targeting Platform BuyerBase



When former Time Inc. executive Vivek Shah and private equity firm Great Hill Partners bought Ziff Davis back in June, it was assumed that Shah and his expertise would help breathe new life into the troubled technology publisher. Today, Ziff Davis' new leadership and direction is becoming apparent with the acquisition of technology deals and coupon site LogicBuy and the launch of an ad targeting platform BuyerBase.

With the acquisition of LogicBuy.com, Ziff Davis will provide visitors with contextual deals and coupons related to the products they're researching. The company will also partner with tech manufacturers and retailers to add more deals to LogicBuy's database. Last year, LogicBuy.com received over ten million visitors looking for deals on laptops, cameras, TVs and software.

Ziff Davis operates nine properties including PCMag.com, ExtremeTech, GearLog, GoodCleanTech, DL.tv, AppScout, CrankyGeeks, Smart Device Central and TechSaver.com, which the company says reach over 7 million users per month.

Another avenue Ziff Davis is exploring is ad targeting. Today, the company is launching BuyerBase, an ad targeting platform that analyzes real-time, anonymous data from more than 100 tech content and commerce sites, including Ziff Davis' owned-and-operated properties as well as BuyerBase-partner websites. The company says that the new platform focuses on product-specific research and shopping activity, as opposed to general browsing behavior.

BuyerBase will collect millions of anonymous "signals" each month to determine which products buyers are ready to purchase. This data is then applied to target relevant product offers to consumers as they surf the web by running targeted advertising across visited sites (Shah notes that users can easily opt out of targeting as well).

Shah tells us that Ziff Davis will also be mining data from its LogicBuy site as well, hoping to connect content with both e-commerce and data. And the company will also create content around deals, integrate deals on product review pages and more.

It's not surprising that Shah has brought targeting and data into the publisher's future strategy. He told us in June that there was a huge potential in mining purchasing intent on

the family of sites. The question is, will it help turnaround the previously floundering company?

Asset International (AI) Acquires Plan For Life, Australian Supplier of Mutual Fund and Insurance Business Intelligence Data

Strong synergies with AI's Strategic Insight unit

JANUARY 4, 2011, New York – Asset International, Inc. (AI), a global provider of data and analytics, workflow tools, research, marketing support and events for the asset management industry worldwide, has acquired Plan For Life, a leading provider of business intelligence data and research for the Australian managed fund and life insurance markets.

Headquartered in Melbourne, Plan For Life (PFL) is the foremost independent source of sales and related data on the managed fund and life insurance markets in Australia and New Zealand for fund managers, life offices, analysts, dealer groups and government bodies.

Simon Solomon, Founder and Managing Director of Plan For Life, commented, “Joining forces with Asset International is an exciting opportunity for me and my team at PFL, the company I started more than 20 years ago. AI’s asset management focus, passion about data, close customer relationships and global resources will facilitate the expansion of our services to our many friends and clients.”

Plan For Life will become part of AI’s Strategic Insight (SI) division, the New York, London and Hong Kong-based supplier of data, tools, and research to the global asset management industry.

As examples of anticipated synergies, Mr. Solomon cited Plan For Life’s ability to introduce Strategic Insight to its more than 100 clients in Australia, the world’s fourth largest mutual fund market. Plan for Life’s data also will be incorporated into Strategic Insight’s global services, and the combined firms’ Melbourne and Hong Kong Offices are expected to enhance service coverage of AsiaPac clients. “There is an increasing interest among many investment managers around the world to participate in the growth of the Australian asset management industry,” Mr. Solomon observed.

According to Jim Casella, Asset International’s Chief Executive Officer, “Plan For Life allows us to expand our services as a primary resource of business intelligence for asset managers and asset owners worldwide.” He observed that Plan For Life shares valuable attributes with AI’s other divisions, including an asset management focus, market leadership, loyal customers served over decades, and unique business intelligence data distinguished by its depth and integrity.

Jag Alexeyev, Senior Managing Director of Strategic Insight Global commented, “PFL and Strategic Insight have assisted the mutual fund industry for more than two decades and share cultural affinities. This acquisition anchors our future collaboration and provides Strategic Insight with an opportunity to offer detailed Australian data to more than 250 subscriber organizations in Asia, Europe and the US, as well as bring our timely global insights to Australian clients.”

Daniel Enskat, who leads Strategic Insight’s global consulting from AI’s recently opened Hong Kong office, suggested that Australia offers lessons and opportunities to the retirement savings industry around the world, noting that Australia already enjoys the highest household ownership of mutual funds among developed nations (averaging about \$150,000 per household, significantly above even the maturing US).

Mr. Casella, Asset International CEO added that AI, with financial backing from Austin Ventures and a credit facility with Goldman Sachs, continues to look to add to its strong organic growth with additional acquisitions of specialized information providers to the asset management industry worldwide. “Through AI’s companies, global asset managers can now access a broad spectrum of business intelligence information and technology in a comprehensive rather than fragmented manner,” he asserted.

About Asset International

Asset International is a privately-held provider of information and technology to global pension funds, asset managers, financial advisers, banking service providers, and other financial institutions in the private and public sector. Its industry-leading brands include Strategic Insight, SIMFUND, PLANSPONSOR, PLANADVISER, aiCIO, Global Custodian, and The Trade. The company has offices in New York, Hong Kong, London and Stamford, CT. For additional information please contact Jason Cassidy at jcassidy@assetinternational.com (+1-212-584-5739).

About Plan For Life

Headquartered in Mount Waverley, just outside of Melbourne Central Business District, Plan For Life is the foremost independent source of information on managed funds and the life insurance market in Australia and New Zealand for fund managers, life offices, analysts, dealer groups and government bodies. For additional information please contact Rael Solomon at rsolomon@planforlife.com.au (+61-3-9886-4400).

Back in April, Lexington-based Daily Grommet took on a \$3.4

million series A round from a number of investors and today they have extended that round with another \$500k. The investors are the same from April but all have increased their stake. Existing investors include John Landry, Paul Marshal, Jean Hammond, Nancy Peretsman, Launch Capital, Gerry Laybourne, and secret investor Mike Huebner.

If you haven't checked out the secret investor story it is a must read. In short, one of their customers was so thrilled with his experience that he called out of the blue and asked if he could help back the company financially. "[Mike] was one of our suppliers... he contacted us and mentioned that he's an angel investor and his strategy is to only invest in companies where he is a customer — where he's being treated the way anyone else would be treated."

In an email to BostInno yesterday Jules Pieri founder and CEO of Daily Grommet said, "It's thrilling that our investors believe in Daily Grommet so much and continue to support us. As one of them said, 'With the ROI we are seeing from the Daily Grommet customer acquisition spend, it would be irresponsible not to put more capital against it.' With E-commerce being the hottest investment area of the Web, we are ensuring our lead position as the company that is truly changing the way people discover new products, on a national basis."

The additional funding is still going to be put towards customer development, building awareness, and site improvements – such as customer driven Grommet submission. Pieri refers to this as 'Citizen Commerce,' which is the companies extremely effective way of finding new goods.

If you are not familiar with the Daily Grommet; they feature a new product every day at noon, create an original video, and host an onsite discussion with the products creator. They make money by taking a cut of each sale.