



WHO'S BUYING WHOM MONTHLY®

MARCH 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 March 2011

Buyer	Seller	Comments
eBay	GSI Commerce	\$2.4 billion; Develops and maintain online shopping sites.
Apax Partners	Trader Corp	\$760MM; Online automotive classifieds site
Salesforce	Radian6	\$326MM; Tracks live discussions online about what people are saying about companies
Shutterfly	Tiny Prints	\$141MM; Website specializing in stationery for all occasions
Google	BeatThatQuote.com	\$60.9MM (£37.7 MM); UK's price comparison website
Fortegra Financial Corporation	eReinsure, Inc.	\$37MM; Online developers of architecture, network communication and information delivery applications.
GP Strategies	RWD Technologies	\$28MM; Consultants in various industries on process and procedures
Bessemer Venture Partners	Adap.tv	\$20MM; Software supports online video advertising, online marketplace advertisers and publishers

Transactions by Major Company

Buyer	Seller	Comments
Houghton Mifflin Harcourt		
<i>Education, Reference, Technical book/Journal Publishing</i>		
Houghton Mifflin Harcourt	EyePower	Develops teaching and learning tools through digitized books
Nobel Learning Communities, Inc		
<i>Education, Reference, Technical book/Journal Publishing</i>		
Nobel Learning Communities, Inc.	Five Preschools in DC Metro Area	Operates preschools, elementary, middle schools and K-12 online learning
Thomson Reuters		
<i>Business, Legal and Other Publishing</i>		
Thomson Reuters	Asian Legal Business	Publishes and provides legal news online in China, North and South East Asia, Japan, Australia and the Middle East
United Business Media		
<i>Business, Legal and Other Publishing</i>		
United Business Media Limited, Drs Anil and Jyotika Arora	Famdent	Invested 60% in Famdent's dental exhibition
<i>Trade Magazines/Trade Shows</i>		
United Business Media	SATTE	Travel and tourism exhibition

Deals by Medium/Subject Area

Content-Related Internet		
Buyer	Seller	Comments
Apax Partners	Trader Corp	\$760MM; Online automotive classifieds site
Axel Springer AG	kaufDA	74.9% equity interest; Online brochures and mobile couponing firm
CBS Corporation	Clicker	Guide to internet television
Demand Media	CoveritLive	Web-based service - broadcast live commentary
Disney	Rocket Pack	\$10-\$20MM; Developers of plugin-free multi-platform browser game
Facebook	Snaptu	Online apps provider for mobile users
GameStop Corp.	Spawn Labs	Web-based game site and video game sellers
Google	BeatThatQuote.com	\$60.9MM (£37.7 MM); UK's price comparison website
Kenergy Scientific	I Won it Live	Internet game show
Max Media Group	BB2Live	Acquired assets of BB2Live.com, technology applications including Internet Radio Protocol, IPTV, VOIP and SMS text messaging
Rovi	Sidereel	Tracks and updates television episodes online
Salesforce	Radian6	\$326MM; Tracks live discussions online about what people are saying about companies
Investments		
Adap.tv	Bessemer Venture Partners	\$20MM investment; Online video ad inventory
Alsop Louie Partners	Ruckus Media Group	\$3.5MM; Mobile storytelling apps for kids
Newsy	Mobile News	\$1.5MM investment; Expansion in editorial, marketing and sales on world news coverage

Internet Advertising/Marketing		
Buyer	Seller	Comments
CrowdGather	DigiShopTalk.com.	Non-store/product sales digital scrapbooking on the web
eBay	GSI Commerce	\$2.4 billion; Develops and maintain online shopping sites.
Gilt Groupe	Decorati	Online shopping site selling interior design products and services
Glam Media Inc.	BBS Media	Online advertising site for consumer audiences
GSI Commerce Inc.	Fanatics, Inc.	Online sports store selling sports brand merchandise
Kensington Leasing, Ltd	Wikifamilies SA	Online designs, developers and operating site that enables families to share information
Merkle, Inc.	IMPAQT	Online marketing firm for programming, data mining and analysis
Penton Media	EyeTraffic Media	Online marketing firm specializing in advertising approach

Publicis Groupe	Kitcatt Nohr	Marketing and digital agency
Shutterfly	Tiny Prints	\$141MM; Website specializing in stationery for all occasions
Investments		
DailyBooth	Photo Social Network	\$6MM; investment. Online social network that shares photos
ividence	A Plus Finance	\$4.2MM; Investment in combining email list with advertisers

Publishing/Information Industry-Related Technology		
Buyer	Seller	Comments
Applied Systems	Artizan Internet Services	Web-based service provider that enables customers access to their policy information
BLiNQ Media	Calculated Combustion	Developers of web applications through Ruby on Rails software
DataFlux	Baseline Consulting	Providers in consulting and technical services data storing and integration
Google	Green Parrot Pictures	Digital technology tool used improve video and image quality
Inmedius, Inc.	KnowledgeXtensions, Inc.	Provides e-Learning solutions that aids corporations to grow in the new Knowledge Economy
McGraw-Hill Education	Bookette	Develops software for administration, scoring and reporting of computer based curriculum assessment
Meltwater Group	JitterJam	\$6MM; Develops apps for mobile, email and marketing online
R. R. Donnelley & Sons	Journalism Online	Software developed to charge online access to read periodicals
RALLY Marketing Group,	PassionFruit Games	Develops video games from novels
SkyWeaver	envIO Networks	Online technology enabling users discover apps and contents from trusted friends
Trepp, LLC	Investcap Advisors, LLC	Web based application enabling CMBS insight on commercial loans and properties
Investments		
Bessemer Venture Partners	Adap.tv	\$20MM; Software supports online video advertising, online marketplace advertisers and publishers
Edison Ventures	LearningGuide Solutions	\$6MM; Develops software to increase productivity, improve compliance and to reduce errors

Business, Legal, Healthcare		
Buyer	Seller	Comments

451 Group	TheInfoPro	\$10MM; Research network of market intelligence for the IT industry
Affiliated Computer Services, Inc.	CredenceHealth, Inc.	Assists families to get the care needed for the elderly and adults with disabilities
iNET Interactive	Web Host Industry Review	News and analysis source for hosted services industry
Thomson Reuters	Asian Legal Business	Publishes and provides legal news online in China, North and South East Asia, Japan, Australia and the Middle East
Transcend Services, Inc.	DTS America, Inc.	Providers of medical transcription services to hospitals and clinics
Investments		
InsideView	Foundation Capital, Emergence Capital Partners, Rembrandt Venture Partners and Greenhouse Capital Partners	\$12MM investment; Software application for editorial and business information collection
Joint Ventures		
United Business Media Limited, Drs. Anil and Jyotika Arora	Famdent	Invested 60% in Famdent's dental exhibition

Education, Reference, Technical Book/Journal Publishing		
Buyer	Seller	Comments
DYMO/Mimio	Headsprout	Developers of reading software for classroom, labs and home
Houghton Mifflin Harcourt	EyePower	Develops teaching and learning tools through digitized books
Nobel Learning Communities, Inc.	Five Preschools in DC Metro Area	Operates preschools, elementary, middle schools and K-12 online learning
Pearson	Education Development International	International education program promoting educational and cultural exchange
Investments		
Inkling	McGraw-Hill and Pearson	Publishes software for iPads and mobile devices for students

Financial/Real Estate Information		
Buyer	Seller	Comments
Fortegra Financial Corporation	eReinsure, Inc.	\$37MM; Online developers of architecture, network communication and information delivery applications

Trade Book Publishing and Other Consumer Media

Buyer	Seller	Comments
Quarto Group	Cool Springs Press	Publisher of gardening and garden-related magazines

Trade Magazines/Trade Shows

Buyer	Seller	Comments
Active Interest Media	BoatQuest.com	Acquired online site for buying and selling boats
Gérard Kouchner	United Business Media	UBM's French medical newspaper and magazine business for €13m, including cash of €4.4m and seller note of €6m; UBM to retain 37.1% equity stake
TechTarget Inc.	Computer Weekly	Online information site for IT consumer
United Business Media	SATTE	Travel and tourism exhibition

Training

Buyer	Seller	Comments
General Physics Strategies	RWD Technologies	\$28MM; Consultants in various industries on process and procedures
HealthStream, Inc.	Laerdal Medical	\$3.5MM; Acquired 50% share in Advanced Video System assimilation education tool

Consumer Magazines

Buyer	Seller	Comments
Dennis Publishing Ltd	Mental Floss	Online magazine on trivia and interesting facts
Key Publishing	Model Activity Press	Publisher of aviation modellers and flying scales

Press Releases

UBM disposes of French medical print business

[United Business Media](#) has sold its French medical newspaper and magazine business to a management buyout team led by Gérard Kouchner, the business's Chief Executive since 2005. UBM has sold the business on behalf of its [UBM Medica](#) division and will retain a 37.1% equity stake. The cash consideration was €4.4m and UBM has extended vendor finance of €6m to the management buyout team, valuing the transaction at €13m on an enterprise basis.

The business publishes weekly, bi-weekly, monthly and other subscription and controlled circulation titles for the French healthcare professional community. It also has a number of smaller print media and customised marketing products for the French medical community. In 2010 the business generated revenues of approximately €40m and employed around 170 staff at its Paris premises.

Quarto Group announced Tuesday that the U.K.-based company has acquired Cool Springs Press, headquartered in Brentwood, Tenn.

Cool Springs will become an imprint of Quayside Publishing Group, Quarto's American subsidiary, headquartered in Minneapolis. The press's editing, marketing, and sales operations will remain in Tennessee, while Quayside will take over back-office functions. Cool Spring's founding publisher, Roger Waynick, will report to Ken Fund, Quayside's president and CEO.

"We've been watching Cool Springs for a while," Fund told *PW*, "They're a perfect fit for our group. We publish a lot of books for enthusiasts, and gardeners are enthusiasts. "We're happy to add them to our program."

Cool Springs Press has been a publisher of gardening and garden-related titles since 1996, with over 300 titles in print. Cool Springs releases are known for their narrow focus, taking account of regional differences in gardening. The press releases an average of 20 titles each year. Their bestselling title is *All New Square Foot Gardening* by Mel Bartholomew, published in 2006. It has sold to date two million copies.

Quarto has been looking to expand in the U.S. and last week company chairman Laurence Orbach said he believed there was a high likelihood of a deal this deal. Cool Springs is Quayside Publishing Group's twelfth imprint. About 400 Quayside Publishing Group titles are published each year and are distributed out of its Appleton, Wis. distribution facility.

Ruckus Media Group Secures Series A Funding to Ramp Up Mobile App Efforts and Cross Platform Publishing

Alsop Louie Partners Invests in the Continued Success of Ruckus Media Group and Its Expanding Catalog of Family Entertainment Apps

NORWALK, Conn.--(BUSINESS WIRE)--Ruckus Media Group, an independent family entertainment company, announced it has secured \$3.5 million in funding to further expand its mobile application offerings and secure footholds across multiple online stores and platforms. The Series A funding was led by Alsop Louie Partners along with private investors.

“Ruckus is a proven performer accomplishing much in a very short amount of time”

“We see today’s ‘on-the-go’ family consuming more and more entertainment, information and educational experiences through high-caliber mobile applications,” said Rick Richter, Ruckus Media Group’s President and CEO. “Alsop Louie Partners’ support shows confidence in Ruckus’ mission and allows us to enrich our products, expand our offerings and expedite the development of original content with marquee titles. The Alsop team has demonstrated success bringing value to upstart technology companies and we look forward to leveraging this partnership as we expand our offerings in mobile software and gaming, areas they know well.”

Ruckus Mobile Media released its first five apps on iTunes in mid-October and has expanded that catalog to fifteen apps. In the process the company has continued to receive customer and media praises for delivering thoughtful, family-friendly and innovative story apps.

“Ruckus is a proven performer accomplishing much in a very short amount of time,” said Jim Whims, a partner at Alsop Louie. “We look forward to assisting them as they expand their catalog to include a diverse range of platforms and devices for the plethora of established and upcoming titles.”

Ruckus Mobile Media will be broadening its product offerings across all major mobile devices in the coming months by expanding distribution from Apple’s iTunes to include Google’s Android Market, Research In Motion’s Blackberry App World, Amazon’s App Store and the Barnes and Noble Nook.

“iTunes is the gold standard for app distribution,” said Jim Young, COO at Ruckus Media Group, “but as more new app stores emerge, Ruckus is dedicated to efficiently creating high value children’s apps where you can play, learn and have fun on any and every type of mobile device.”

ABOUT RUCKUS MOBILE MEDIA

Ruckus Mobile Media, an independent mobile family entertainment company, introduces traditional storytelling for today's ways of telling stories by creating applications for mobile devices that entertain toddlers to teens from their fingers to their minds, at home or on the road—and invite their imaginations to grow. Launched in September 2010, Ruckus is now home to 15 children's book apps, including the Best App Award finalists A PRESENT FOR MILO, written and illustrated by Mike Austin; ANDREW ANSWERS, created by bestselling children's book author Alan Katz; as well as THE VELVETEEN RABBIT Read-Play-and-Record-Along classic storybook app, among others. See www.ruckusmediagroup.com for a full listing and additional information.

ABOUT ALSOP LOUIE PARTNERS

Alsop Louie Partners is an early-stage technology venture firm based in San Francisco, CA. The firm looks for outstanding entrepreneurs who want to start and grow companies that will be significant drivers of the next technology cycle, which it calls the Ever net. The firm was founded by Stewart Alsop, industry pundit and venture investor, and Gilman Louie, video game entrepreneur and cyber security investor. Gilman and Stewart have added three new partners, including Ruckus board member, Jim Whims, a longtime executive and investor in technologies and services for the consumer.

CBS Buys Clicker and Names New Digital Media Chief

By [BRIAN STELTER](#)

The CBS Corporation said on Friday that it had acquired Clicker, a guide to online television, and installed its chief executive, Jim Lanzone, as the head of its digital media division.

The Clicker acquisition strengthens CBS's position in an increasingly competitive area, television on the Web. The purchase price was not disclosed.

Leslie Moonves, the chief executive of the CBS Corporation, said in a statement that Clicker was "one of the leading navigation and discovery tools for video programming on the Internet."

He continued, "If we can help grow Clicker to its full potential in the years ahead, the strategic value could be tremendous."

That is because an array of companies like Clicker are trying to carve out a specialty as the TV Guide of the online age, pointing people to online streams of shows and compiling recommendations from friends. They operate on the theory that they will be the starting points for people who are seeking out entertainment on the Internet.

Unlike Hulu, the online TV Web site that CBS has studiously avoided being a part of, these guides do not distribute shows, they keep track of the places where the shows are distributed.

For NBC's "Chuck," for instance, Clicker has links to new episodes on Hulu, NBC.com, iTunes, and Amazon, and to old episodes on TheWB.com. For CBS's "Survivor," it has links to episodes on CBS.com, TV.com and iTunes.

Another online TV guide, SideReel, was purchased by the technology provider Rovi earlier in the week. After the Clicker sale was announced Friday, another such site, Yidio, started promoting itself as "the only independent online TV guide."

Mr. Lanzone said in an interview Friday that Clicker would not be adjusted to favor CBS content. "Then nobody would use it," he said.

As the new president of CBS Interactive, Mr. Lanzone is replacing Neil Ashe, who announced his intent to depart last December. CBS Interactive includes sites like CNet, CBSNews.com and Gamespot.com.

David Joyce, who covers CBS for Miller Tabak & Company, said in an analysts' note that the 15-month-old Clicker would fit nicely into CBS's portfolio of Web sites. "It brings perhaps hundreds of thousands of users of this online/interactive TV guide into their portfolio," Mr. Joyce said.

Mr. Lanzone said that with those sister sites, like CNet, “we can throw some fuel on the fire and get what is acknowledged to be a great product into the hands of more people.” The software that powers Clicker can be shared with the sister sites, as well, he said.

Clicker and one of CBS Interactive’s existing sites, TV.com, may eventually be combined.

Mr. Lanzone noted that for now, online TV viewing was largely supplemental to traditional viewing. “Maybe some people who are 16 or 18 years old are only watching online, but the changes in this industry are going to happen over a 10-year period,” he said.

Rovi Buys Sidereel, Expands to the Web

By JANKO ROETTIGERS of [GigaOm](#)

Published: March 1, 2011

Metadata firm Rovi announced Tuesday it bought video directory site [Sidereel](#) for an undisclosed amount to expand into the realm of consumer-facing web properties. The news was made public in conjunction [with the launch](#) of [AllRovi.com](#), a new site that makes Rovi's media guide available to consumers online.

San Francisco-based Sidereel previously raised \$1.5 million in funding. Rovi's VP of product management Trent Wheeler told me in an email that Sidereel's exec team will stay on to join Rovi, and that it will "keep SideReel as a separate online site for TV content." That's good news for Sidereel, which has been one of the more successful online video guides, recently surpassing one million daily visits. The site has also been investing substantially into original video production, and is currently filming episodes for more than 20 web series per week in-house.

However, industry insiders have sometimes taken issue with the fact that Sidereel also scours unlicensed "pirate" sites for links to streaming content. Sidereel emphasizes legitimate content sources like Hulu and various network sites, but users can oftentimes click through to episodes hosted on sites like Megavideo and Novamov as well. Having these links on a site run by Rovi is particularly ironic, since Rovi's legacy business includes content protection for major media companies. Wheeler said Rovi hasn't determined if it has to implement any changes to Sidereel, and that "content on the website will remain the same for the time being."

Regardless of these issues, the acquisition is an interesting move for Rovi, which has been on a buying spree ever since it changed its name from Macrovision. The company [acquired the content recommendation specialist Media Unbound](#) about a year ago, and it spent [\\$720 million on Sonic Solutions](#) in December. Rovi's core business proposition has been its TotalGuide, an EPG for connected devices. Now it's bringing that programming guide to the web, directly competing for the eyes and clicks of consumers with AllRovi.com.

To be honest, [AllRovi.com](#) isn't exactly enticing at this point: The site offers information and recommendations for movies and music, but there's no possibility for interaction, or even media consumption. Consumers can learn that a movie is available on DVD, but there are no links to online streams, and there's no TV content listed at all. Sidereel could help with both of these issues, and in turn, beef up Rovi's TV-based EPG offerings, which seems to be the real end game for the company, as Wheeler explained today. "Rovi acquired SideReel because we believe we can integrate its technologies and metadata into our product offering (to help) our customers... find great TV content, regardless as to the platform," he told me.

[Rovi Chief Evangelist Richard Bullwinkle recently](#) told us in an interview that his company is looking to the web to bring services to Google TV and similar browser-based TV platforms:

“We see cloud-based services delivered to browsers on the television as a great enabler of exciting services in the next few years.”

In other words: Rovi wants to use web-based experiences to get its EPG solution on the next generation of connected devices. Having a TV show directory can only help to do so, and a solid user base that’s [already accustomed to watching web video on the TV screen](#) doesn’t exactly hurt either.

Google acquires BeatThatQuote.com

March 7, 2011 — Fusion DigiNet

Google has acquired BeatThatQuote.com, a UK based price finance companies price comparison site, for £37.7 million.

The notice on BeatThatQuote.com reads as follows:

“BeatThatQuote.com today was sold to Google for £37.7 million. We think this deal is a tremendous opportunity for our company to develop new and innovative options for personal finance in the UK.

Our team is excited about becoming a part of Google. We look forward to working with their engineers to create new tools making it easier for consumers to choose the right financial products. We think we can offer more transparency and better pricing information than existing online offerings.

We are confident that by combining BeatThatQuote.com’s expertise in UK financial products with Google’s technology, we’ll accelerate innovation in this field, benefiting consumers and the companies offering these products. We plan to keep working with our current partners and look forward to working with new ones, too.

John Paleomylite
Managing Director”

Disney acquires gaming engine startup to build HTML5 games outside of App stores

Disney has acquired an HTML5 gaming engine startup called [Rocket Pack](#), based out of Helsinki, Finland. A Disney spokesperson told us today, exclusively: “We can confirm that The Walt Disney Company has acquired Rocketpack, an integrated solution for plugin-free browser game development. Through a merger agreement, Rocketpack is now a wholly owned subsidiary of The Walt Disney Company reporting into Disney Interactive Media Group (DIMG).”

Disney has not released the purchase price and asked us not to “speculate”. But we will. One source told us it was between \$10 million and \$20 million. It’s a fast acquisition – as of Feb 1, Rocket Pack was [still developing the engine](#).

We’re also going to speculate as to why Disney wanted to own this IP. It’s obvious really: You can build awesome games outside App stores – **straight onto the Web, no Flash required, as it uses HTML5.**

Rocket Engine is very interesting. It’s built by and for professional game developers and is the only fully integrated solution for plugin-free browser game development. That means that if you are building multi-platform single player games, Facebook games or browser-based MMOs, you’ll probably be using RocketPack.

They’ve built their own HTML5 game called [Warimals](#).

Just using javascript and CSS, there are no plug ins or installations required. It works on bad old Netbooks right up to iPads. You can even edit and create games on the iPad, because it works in Safari.

The founders call it “Google Docs for making games”.

Axel Springer acquires majority interest in kaufDA

Axel Springer AG has acquired a 74.9 percent equity interest in online brochures and mobile couponing company, [kaufDA](#).

Formed in 2009, the Berlin-based company offers retailers the ability to advertise their products and services in the mobile and stationary internet on a location-based service, making it possible for consumers to conveniently plan their shopping from home or away from home, using their mobile phones. Together with more than 80 partners and major internet companies like t-online.de and meinestadt.de, the kaufDA network reaches more than eleven million users in 12,000 German cities and towns.

Dr. Mathias Döpfner, CEO of Axel Springer AG: “We are pleased to have made this investment in kaufDA, as the most promising online marketing company for stationary retail sales. In the last two years, kaufDA has successfully established its innovative approach and business model in the market; and working together, we want to continue growing the company’s business on that basis. We are especially pleased that the company’s founders Christian Gaiser, Tim Marbach and Thomas Frieling will continue to manage the portal on a long-term basis as ‘entrepreneurs within the company.’”

Christian Gaiser, CEO of kaufDA – Juno Internet GmbH: “With its decades of expertise and success in traditional reach marketing, our new majority shareholder Axel Springer is unrivalled among media companies. It is also setting new standards in the digital business. That will create outstanding networking possibilities for kaufDA in the future. For that reason, Axel Springer was always our ‘dream investor.’”

kaufDA already counts more than 120 large corporations as its customers. It offers Internet users access to brochures, special offers and opening hours of approximately 200,000 German retail outlets. Currently, kaufDA reaches eleven million Internet users, including one million by way of mobile apps for the iPhone, iPad and Android.

Demand Media acquires CoveritLive

Demand Media has acquired CoveritLive. Brands like ESPN, Ford, News Corp and BBC use CoveritLive to engage event audiences with real-time commentary, instant reader polling and question and answer capabilities. Events hosted on CoveritLive attract an audience of over 60 million people every month, 60% of which comes from outside the United States.

“CoveritLive really reflects our mission as a company – publishing what the world wants to know and share. Consumers around the world are tuning in by the millions to participate in live events powered by CoveritLive, collectively spending over a billion minutes on the platform each month” said Richard Rosenblatt, Chairman and CEO of Demand Media. “CoveritLive’s live event platform helps us continue to work towards that mission, building on both our social publishing model and our social media product offering with a platform that offers proven value to both brands and consumers.”

CoveritLive has grown rapidly as major brands increasingly use its live event platform. For instance, last weekend CoveritLive powered conversations during Sunday’s Oscar ceremonies on properties like People, TMZ, Entertainment Weekly, Variety and the Daily Beast. According to Google Analytics, on Oscar Sunday over 2 million people viewed event coverage powered by CoveritLive. Demand Media and CoveritLive have worked together since 2009, when Demand Media made a strategic investment in CoveritLive. With that investment, Demand Media secured a minority interest in CoveritLive. With today’s acquisition, CoveritLive will become part of Demand Media’s portfolio of social solutions, along with its integrated community platform Pluck.

“Like Demand Media, we started CoveritLive to help fill the gaps in online content. We saw an opportunity to cover live events in a way that no one had before by combining talented writers, multimedia and two way engagement via comments and polls” said Keith McSpurren, President and Founder of CoveritLive. “As a Demand Media partner, our joint customers have seen the value of combining our service with Pluck’s integrated community platform. It’s a powerful combination that helps marketers engage consumers before, during and after an event.”

Publicis Groupe acquires Kitcatt Nohr

March 3, 2011 — Fusion DigiNet

Publicis Groupe has acquired Kitcatt Nohr, a UK-based, integrated agency. Kitcatt Nohr will be merged with Digitas in the UK, creating a new agency, Kitcatt Nohr Digitas, which will be part of VivaKi. The new entity Kitcatt Nohr Digitas will be headquartered in London

Kitcatt Nohr was founded in January 2002 by Creative Partner Paul Kitcatt, Managing Partner Marc Nohr, Client Partner Vonnie Alexander and Chairman Jeremy Shaw. Kitcatt Nohr employs 68 staff taking the total number to 150 at the newly formed agency. The newly formed agency has a client roster that includes Body Shop, British Olympic Association, Delta Airlines, John Lewis, Lexus, NS&I, P&G, Samsung, Shell, Toyota, and Waitrose.

Kitcatt Nohr Digitas management will be led by Marc Nohr, Chief Executive Officer and Paul Kitcatt, Chief Creative Officer. Both will report to Stephan Beringer, President, Digitas International. Sav Evangelou, Executive Creative Director of Digitas London, has been promoted to an international role with responsibility to several multinational clients. He will report to Mark Beeching, Chief Creative Officer of Digitas.

Stephan Beringer, President, Digitas International, “There are many synergies between Digitas and Kitcatt Nohr which both compliment and strengthen the agencies. This move enables us to offer clients a deeper and wider service on a global basis. It’s a win win for all.”

Kenergy Scientific to acquire online game show iwonitlive.com

NJ-Kenergy Scientific has completed a Letter of Intent to acquire all of the assets of [I Won It Live Enterprises](http://IWonItLive.com). These assets include all intellectual property, including trademarks, domain name and an operating on line game show that offers both unique advertising opportunities and revenue generating opportunities for Kenergy.

The website, www.iwonitlive.com is believed to be the first website to offer members instant prizes for winning on line games where players play live against other contestants. Mr. Michael Johnson, a successful pioneer in creative internet businesses, developed the concept in 1999 and recently developed and expanded the site. The current membership is growing daily and the site is expected to generate positive cash flow this year. The site affords Kenergy a continuous advertising opportunity to promote both the www.greensmartstore.com website, as well as store advertising. Kenergy and other companies will provide prizes and receive additional advertising at the games in the form of promotional presentations. Other companies will pay small advertising fees per game that are expected to grow rapidly.

Ken Glynn, President of Kenergy Scientific, stated that he would not attempt this venture without new personnel on the team and he also announced that two of the founders and the technical support team of I WON IT LIVE Enterprises will be coming on board to fully operate the website. Mike Johnson will be serving as CEO for the website and salaries will be based solely on commissions from site revenues. The acquisition costs will be payable over one year and will likely be fully paid from the site revenues. Glynn welcomed Johnson and his support team to the table and expects the transaction to be completed shortly.

UBM acquires Indian travel tradeshow SATTE

United Business Media has acquired SATTE, India's largest travel and tourism exhibition. UBM has acquired the event on behalf of UBM Asia from Cross Section Publications Pvt Ltd.

Launched 17 years ago, SATTE takes place each January in New Delhi and is now India's largest travel and tourism event. The show performed strongly in 2011 attracting approximately 600 exhibitors and 9,300 attendees from more than 40 countries. SATTE has progressively expanded beyond its original focus on inbound travel to India and now also supports the outbound market. This reflects the rapid rise of domestic Indian spending on international travel. The 2011 edition of SATTE took place on 27 January.

SATTE is supported by T3, the leading controlled circulation monthly publication for the Indian travel industry and which is an official publication at many of India's travel industry events. T3 contributed around 15% of the business's \$1.6m revenues in 2010. Completion of the acquisition of T3 is subject to Indian regulatory approval. Approval is expected to be granted by the end of April. As at 31 March 2010, SATTE's gross assets were £630,000.

Navin Berry, SATTE's founder, owner and publisher of Cross Section will remain with the business post-completion. In addition to Mr. Berry, the business employs 12 staff in New Delhi, Mumbai and Bangalore.

The acquisition is anticipated to exceed UBM's cost of capital criterion in its first full year of ownership.

Jimé Essink, President & Chief Executive Officer of UBM Asia said, "The acquisition of SATTE brings us a leading position in India's rapidly-growing travel and tourism industry and adds to our portfolio of tradeshows in India where we are already one of the country's largest commercial event organizers.

Fortegra Financial Announces Agreement To Acquire eReinsure, Inc.

(Jacksonville, FL) - Fortegra Financial Corporation (the "Company") (NYSE: FRF) today announced that it has agreed to acquire eReinsure.com, Inc., an industry leader in web-based technologies for reinsurance process control, information management and compliance functions, for a cash purchase price of \$37 million.

The acquisition of eReinsure will enable Fortegra to offer eReinsure's unique reinsurance negotiation platform to insurers, reinsurers and brokers. eReinsure was founded 11 years ago and developed a web based platform to support placing reinsurance risks. Since then, eReinsure has grown to serve many of the largest reinsurance buyers, sellers and brokers worldwide. eReinsure has demonstrated the value of a web-based system for enhancing transaction control and efficient distribution in the reinsurance market. As a result of the growth of eReinsure, electronic placing of reinsurance has become well established with over 15,000 registered users in 80 countries.

"The acquisition of eReinsure represents another exciting addition to the suite of fee-based insurance service businesses in the Fortegra family," said Richard S. Kahlbaugh, Chairman and CEO of Fortegra Financial. "With this acquisition our insurance industry clients will be able to leverage the eReinsure platform to enhance revenue, reduce costs and better manage their reinsurance activities. Additionally, we believe this acquisition will significantly enhance the operating margins in our wholesale brokerage segment and enable us to introduce exciting technologies to excess and surplus lines brokerage to enhance operating leverage. We look forward to closing the transaction and working with Igor Best-Devereux, Chairman of eReinsure, and the entire eReinsure team in continuing to bring innovative technological solutions to the insurance industry."

eReinsure is located in Salt Lake City, Utah and has additional offices in London and New York. The transaction is expected to close in the first quarter of 2011 and is subject to customary terms and conditions.

Houghton Mifflin Harcourt Partners with EyePower Games to Turn Storytown Readers into Immersive Digital Storybooks with Moo–O

BOSTON — March 8, 2011 — Global education leader Houghton Mifflin Harcourt (HMH) and Singapore-based EyePower Games are working together to digitize many of HMH's Storytown Readers — level-graded books used in English language lessons in schools worldwide— into Moo–O stories.

Moo–O is a flagship product of EyePower and is designed to motivate children to learn through play and to read through the power of immersive technology. A first-of-its-kind product, Moo–O has captured the acclaim of teachers from countries such as Australia, Canada, New Zealand, Singapore, the United Kingdom and United States.

“Moo–O is able to get students to collaborate, read and speak in such a unique fashion that it has brought out the best in so many students,” said Dr. Chris Loots of the Navajo Elementary School in Scottsdale, Arizona, who specializes in Curriculum and Instruction. “Being able to see themselves come alive in the stories is very exciting for them, as well as for their families and their classmates. I see an increase in self-confidence each time they produce another story.”

This strategic relationship helps EyePower bring the educational benefits of Moo–O to schools in the US and around the world that are already using HMH Storytown Readers. Moo–O is already distributed in the US by HMH's Learning Services division.

“As the promoter of Singapore's media industry, we are proud that HMH and EyePower are extending the international footprint of Made-by-Singapore serious games solutions,” said Thomas Lim, Senior Director of Interactive Media and Games for the Media Development Authority of Singapore. “We will continue to support companies like theirs who are making a positive difference in the way children learn through play.”

“HMH and EyePower create a formidable team to further transform the learning experience for students nationwide,” said James Ruddy, Senior Vice President from HMH. “Our best-in-class content, combined with EyePower's proven technology, will provide enriching and engaging instruction that prepares students to become productive, 21st-century global citizens.”

Beyond the school market, HMH and EyePower plan to bring HMH's content and Moo–O to the home market, allowing families to come together to bring stories to life, but most importantly, to instill the fun of reading in children.

About EyePower Games Established in May 2004, EyePower Games aspires to create a truly participative and collaborative technology platform that can be harnessed to enable users to experience media-enriched immersive environments, that enhance learning and collaboration. Capitalizing on its unique imaging technology, it produces NewsMaker (www.AboutNewsMaker.com) and Moo–O (www.Moo-O.com) – targeted strategically for use in the teaching of language arts and language across the curriculum – that have

recently won awards in United States for being outstanding educational software. EyePower Games continues to create impact in the educational software industry through its innovative partnerships of video technology with innovative educational software design that empowers learners of the 21st century. EyePower Games has a subsidiary, EyePower, Inc., that was incorporated in the State of Arizona in November 2008, and has Arizona State University as a shareholder.

Leading Technology-Industry Analyst Company The 451 Group Acquires Assets of Survey Research and Advisory Firm TheInfoPro

'Voice of the Customer' for the IT Industry Joins Analyst Company Focused on the Business of IT Innovation

NEW YORK, March 3, 2011 – The 451 Group, a leading technology-industry analyst company, today announced the acquisition of the assets of TheInfoPro, a New York-based advisory and research firm providing real-world perspectives on the enterprise IT customer as well as analysis of the technology-vendor landscape. Widely accepted as the 'Voice of the Customer' and a key conduit between IT decision-makers, technology providers and institutional investors, TheInfoPro offers a unique research methodology that harnesses the collective knowledge and insight of leading IT departments at organizations worldwide. TheInfoPro serves approximately 100 unique organizations as customers, and over \$10 million has been invested in developing TheInfoPro assets to date.

"We are excited to welcome TheInfoPro and its innovative research and advisory services to The 451 Group," said Martin V. McCarthy, CEO of The 451 Group. "Their approach provides invaluable assistance to IT professionals, technology-vendor executives and the investment community in making educated strategic, financial and investment decisions around the deployment of technology. Working together, The 451 Group and TheInfoPro offer a unique real-world perspective on the business of IT innovation," added Mr. McCarthy.

"The 451 Group's independence and focus on IT innovation aligns well with TheInfoPro's ability to reflect the voice of the IT decision-maker," said Ken Male, Founder of TheInfoPro. Mr. Male developed TheInfoPro's unique research methodology, which is based on personal interviews conducted with over a thousand enterprise IT decision-makers, multiple times per year.

Post-acquisition, TheInfoPro will become a division of The 451 Group. TheInfoPro team will be joining The 451 Group, and it is expected that this team will grow in the months ahead. Globally, The 451 Group employee count will now surpass 165. Previous acquisitions of The 451 Group include Uptime Institute, a pioneer in the creation and facilitation of end-user knowledge communities to improve reliability and uninterrupted availability in data-center facilities, and Tier1 Research, a single-source research and advisory firm covering the multi-tenant datacenter, hosting, IT and cloud computing sectors, blending the best of industry and financial research.

UBM agrees to acquire stake in Famdent, India's largest dental exhibition and conference business

Expands UBM Medica's Indian event portfolio into the dental sector

United Business Media Limited today announces that it has agreed to form a joint venture with Drs Anil and Jyotika Arora to operate the Famdent dental exhibition and conference business in India. UBM will own 60% of the Famdent business, with the remainder of the business being owned by Drs Anil and Jyotika Arora. The transaction is expected to complete in the next three months. UBM is forming the joint venture on behalf of its UBM Medica business.

Established 11 years ago, Famdent (www.famdent.com) launched its first event for the professional dentistry community in Mumbai in 2005, adding its Delhi event in 2009. The shows combine exhibition and conference elements, between them attracting more than 120 exhibitors, 2,200 conference delegates and 3,300 exhibition visitors. The success of Famdent's events reflects the rapid expansion of the Indian dentistry profession, estimated to be a \$120 million industry and growing 15-20% annually. There are more than 100,000 qualified dentists currently practising in India, with around 13,000 new dentists entering the market each year from 191 dental colleges. India's major cities now have approximately 12,000 dental clinics.

Famdent's events are supported by an eponymous clinical dental publication which has a controlled circulation of up to 12,000 copies per quarter. The publication contributed around 30% of the business' revenues in 2010.

Famdent's founders, Drs Anil and Jyotika Arora, will remain with the business following the formation of the joint venture, together with a further 13 employees. For the year ended 31 March 2010, the business generated revenues of approximately £0.4 million. Its gross assets were £0.3m.

UBM's investment in the joint venture is anticipated to provide a return in excess of UBM's cost of capital criterion in its first full year of operation.

Henry Elkington, Chief Executive of UBM Medica said:

"The creation of our Famdent joint venture brings us a leading position in India's rapidly-growing dental industry. I look forward to working with Anil and Jyotika Arora to grow the Famdent shows and to extend them to new territories across India and Asia. With our expanded platform in this space, we will also seek to broaden our offering in other Indian medical exhibition and conference markets."

A decade after he flouted publishing's grim economic realities and launched a weekly news magazine in the U.S., British-born magazine publisher Felix Dennis is betting on another long-shot.

Publisher **Felix Dennis** said he didn't like the name **Mental Floss** but he was impressed with its profits.

The 63-year-old Mr. Dennis has agreed to buy Mental Floss, a bimonthly magazine started in 2000 by Duke University students obsessed with trivia. Since its launch, Mental Floss has built an audience of over 100,000 who not only devour the magazine but also buy Mental Floss books, board games and T-shirts bearing slogans submitted by readers like "Thomas Aquinas: The original deep fat friar."

"I love their mix of businesses," said Mr. Dennis, perhaps best known for bringing Maxim magazine to the U.S. "I think this is the perfect fit here."

Mr. Dennis and the magazine's founders, Will Pearson and Mangesh Hattikudur, declined to disclose terms. A person familiar with the matter said the deal is in the midseven figures.

Mr. Dennis, a pioneer of computing and hobbyist magazines in Britain, turned a substantial profit introducing Maxim and Stuff magazines' blend of sex and frat-house humor to the U.S. and cashing out before the bubble burst on so-called lad mags.

He sold the titles with the music-magazine Blender in 2007 for about \$250 million, paring his American publishing portfolio to The Week. The weekly digest of commentary on current events has grown even as much of the industry contracted.

Last August, Mr. Dennis was reading the latest issue of The Week when he spotted an apparent free ad for Mental Floss, which he'd never heard of. An opponent of free ads, he placed an angry call to The Week's president, Steven Kotok, who told Mr. Dennis the ad was part of a fruitful partnership under which the two publications shared mailing lists.

Later that month, Mr. Kotok says he took Mental Floss back issues, T-shirts, books and some financial details to Mr. Dennis's estate on the Caribbean island of Mustique. Mr. Dennis looked over the products and stats, which showed the publication was generating steady profits despite no budget for promotional offers and no one on staff dedicated to selling ads. "I just don't know how they're doing it, publishing a magazine which I don't know how to describe," Mr. Dennis said.

Mr. Dennis summoned Messrs. Pearson and Hattikudur to his office in New York a month later. First he told them Mental Floss is the worst name he's ever heard, noting that in his native U.K., "People don't floss." Then he asked the pair how much they wanted for it.

Messrs. Pearson and Hattikudur were college sophomores when they and a few friends raised \$5,000 to print the inaugural issue of *Mental Floss* and distribute 3,000 copies to Duke students. They hoped there were people who, like them, sat around asking each other questions about science, history and other topics and would buy a publication that explained in an entertaining way, for example, what it's like inside a tornado, the origins of the fist bump or why many Bolivians don't have to pay rent.

Mental Floss went national in 2001 when the founders scraped together enough money to put 8,000 copies on newsstands. A Cleveland couple subsequently made a six-figure investment and the publication began to take off. In 2003, actress Courteney Cox brought a copy to the set of *"Friends"* and the publication made a cameo on the sitcom. That same year, *Mental Floss* LLC turned its first profit.

The company has branched out aggressively, first spinning its concept into books with the publication of *"Condensed Knowledge,"* which sold over 120,000 copies. The publisher now sells a range of products including *"Law School in a Box,"* which the founders jokingly say is the No. 1 boxed law school in the country.

Mental Floss has subsisted with a staff of fewer than 20 people and relies on a stable of contributing journalists to fill the magazine.

Mr. Pearson said *The Week's* and *Mental Floss's* shared vision, "to help busy people feel smarter," convinced the founders it was time to sell. "We realized it was time to try to find a way to give this thing legs," he said.

The new owner plans to hire two senior ad-sales executives and another dedicated to circulation. "We really feel like we can make this into something significant," Mr. Kotok said.

"Like everything else [Mr. Dennis] does, which seems weird at first," Mr. Kotok added, "this is starting to make sense to us, too."

Edison Ventures Invests in LearningGuide Corporate Performance Support Leader

Rapidly-growing operational performance support provider closes growth equity financing round with leading technology investment firm; new capital will drive sales, marketing and product expansion.

LAWRENCEVILLE, NJ, March 16 , 2011 Edison Ventures announced \$6 million investment in LearningGuide Solutions, based in Bethesda, MD and Den Bosch, Netherlands. Edison is the sole institutional investor in this corporate education software and services company. Proceeds will expand development, sales and plus provide shareholder liquidity.

LearningGuide’s unique software and content provides end users with immediate performance support. Based on a revolutionary architecture, LearningGuide is radically faster, scalable, more usable and adaptive than legacy eLearning solutions.

Over 750,000 end-users rely on LearningGuide. Primary verticals are Financial Services, Manufacturing, Pharma, Hospitality and Business Services. Key customers include Shell, Deloitte, JetBlue, FDIC, Sky Broadcasting, Herman Miller and News International. The company’s 250 customers drive high return on investment by increasing sales results, on-ramp clients faster, comply with regulations and accelerate production.

“Innovative, dedicated founders achieved substantial penetration in an emerging corporate education segment with a scalable business model,” stated Sever Totia, Principal, who serves on LearningGuide’s board of directors. “Customers praised LearningGuide’s effective performance support solutions and exceptional service,” added Rob Finn, Associate who conducted Edison’s diligence.

Alfred Remmits, CEO LearningGuide, commented, “Edison Ventures brings a proven track record of accelerating growth through strategic guidance and experience in the corporate education market. Edison’s value-added services will be instrumental to our success.” LearningGuide recruited a President, CFO, VP Marketing and additional US-based professionals in conjunction with the financing.

Edison has invested in 12 Education Technology companies. Successful exits include Assessment Systems, MathSoft, Nobel Learning, Presidium, Skills Bank and TetraData. Current portfolio companies include ClearPoint, eChalk and Regent. Edison has made 14 investments in Maryland. NSI, MotionSoft, LogicTree, and Regent are segment leaders. Axent, Visual Networks and Vocus achieved IPOs.

About LearningGuide Solutions

LearningGuide Solutions is the leading provider of operational performance support solutions designed to increase employee productivity, accelerate revenue, improve compliance, optimize business processes and reduce expensive errors. LearningGuide’s flagship platform delivers targeted information to employees at the most critical moment of need. Our unique context sensitive architecture drives performance by offering role

tailored support that provides immediate help and training to solve employees' workflow challenges in companies just like yours. www.learningguidesolutions.com

About Edison Ventures

Established in 1986, Edison partners with entrepreneurs, service providers and other financing sources to build successful companies. Edison provides capital and value-added services to late stage (\$5 to 20 million revenue), information technology businesses. Initial investments range from \$5 to 10 million. Edison typically serves as the sole or lead investor. In addition to providing expansion capital, Edison funds management buyouts, recapitalizations, spinouts and secondary stock purchases.

Edison's investment professionals are based in Lawrenceville, NJ, Needham, MA, New York, NY, and McLean, VA and Cleveland, OH. Industry specialties include interactive marketing, financial technology, healthcare IT, application software and communications. Edison's successes include Dendrite, E-Transport, Gain Capital, Neat, POMS, Princeton Financial, Virtual Edge and many other information technology leaders, which have a combined market value exceeding \$5 billion. Edison Ventures currently manages over \$650 million and actively making new investments. www.edisonventures.com

Glam Media Inc., a provider of Internet-advertising services targeting women, has acquired Canadian ad company BBS Media, expanding its business into new international markets.

Glam is paying \$10 million to \$20 million, according to people with knowledge of the deal, who asked not to be named because the terms haven't been made public. With the purchase, Brisbane, California-based Glam will begin selling ads on behalf of Web publishers catering to Canadian women. They include Rodale Inc. brand Women's Health and Toronto-based site Yummy Mummy Club, said Samir Arora, Glam's chief executive officer.

Glam aims to stake out new territories in the \$26.4 billion global market for display ads, the banner and video-marketing messages placed on Web pages whose sales may grow 32 percent to \$34.9 billion by 2014, according to EMarketer Inc., which cited JPMorgan Chase & Co. estimates. In the past year, Glam has acquired companies or set up offices in Paris, London and Berlin, and countries outside the U.S. now make up more than a fifth of sales, Arora said.

"They have had success in the States, so it makes sense to see if they can transplant it to other markets," said Karsten Weide, an analyst at researcher IDC in San Mateo, California.

Paul Loeffler, a spokesman for Glam, declined to comment on the terms of the BBS acquisition.

Founded in 2004, Glam has benefited from advertisers' willingness to pay higher rates to reach narrowly targeted audiences, Weide said. Glam has relationships with more than 2,000 publishers, including female-focused blogs such as Hostess With the Mostess and StyleBakery, and shares the revenue from sales of ads on those sites.

Glam has recently held preliminary talks with bankers about a potential initial public offering, according to people with knowledge of the discussions, who asked not to be named because the talks were private.

When Glam weighs which new geographical markets to enter, the company first makes sure there is a large audience of women online, CEO Arora said in an interview last week.

"We look at country size, then we look at the audience of women that are online in that country, then at consumer spending" and how it's split between genders, said Arora, who co-founded Glam after helping start software company NetObjects Inc. and working at Apple Inc. (AAPL) for nine years.

Arora saw that Canada's audience had a similar Internet demographic to the U.S., which could be better linked to premium brands working with Glam. Buying BBS Media gives Glam relationships with publishers representing a combined audience of more than 9.5 million people in Canada.

“In Canada, there are really big conglomerates that are owned under one roof, then there are a whole bunch of small, grassroots blogs run by women,” said Erica Ehm, publisher of the Yummy Mummy Club. Her site, which runs articles, polls and videos for women, had sold ads through BBS and will now share ad revenue with Glam. “I now have an entree into one of the largest media companies in the world,” she said.

To contact the reporters on this story: Douglas MacMillan in San Francisco at dmacmillan3@bloomberg.net.

To contact the editor responsible for this story: Tom Giles at tgiles5@bloomberg.net

WEST CHESTER, OH, USA, and TORONTO, CANADA

iNET Interactive has announced today the acquisition of the Web Host Industry Review (theWHIR.com), the leading news and analysis source for the hosted services industry. For more than ten years, theWHIR.com has provided its readers with daily industry news, feature coverage, expert opinion and analysis. For more than seven years, the Web Host Industry Review Magazine has been an important voice in the industry's business community. More recently, The WHIR Networking Events were launched to offer in-person networking and business development opportunities in a relaxed environment amongst industry executives, solution providers, and corporate decision makers.

The WHIR joins Web Hosting Talk and HostingCon to form three complementary media properties serving different facets of the web hosting industry under a single iNET Interactive umbrella. The WHIR's strength as an editorial content source covering primarily the business aspects of the web hosting industry complements Web Hosting Talk's strength with user-generated content addressing primarily the technical aspects of the industry. The WHIR's regional networking events are the perfect year-round complement to the annual HostingCon event.

Stephen Mayhew, the publisher and company founder, started the WHIR in 2000 and with the support of a dedicated team, has established a strong reputation as the trusted news source to a C-level audience in the hosted services industry. After a brief transition period, Stephen will be leaving the WHIR to focus on other business interests. "iNET is a great home for the WHIR. It has the capabilities and resources to take The WHIR to new heights," said Mr. Mayhew.

Troy Augustine, iNET's president and CEO stated, "Not only have we added a great property that perfectly complements our existing hosted services portfolio, we've also added great people. The WHIR's editorial and sales talent will have a beneficial impact throughout the company; and the combination of the WHIR, Web Hosting Talk, and HostingCon opens up some very exciting opportunities."

About NET Interactive

Founded in 2002, iNET Interactive (www.iNETinteractive.com) is a media company operating prominent online communities for Internet professionals and technology enthusiasts. Its vertically focused communities incorporate user-contributed ratings, reviews, and discussion augmented with professionally produced content.

About Web Host Industry Review

Since 2000, The Web Host Industry Review (the WHIR: www.theWHIR.com) has made a name for itself as the foremost authority of the Web host industry providing reliable, insightful and comprehensive news, analysis and expert opinion to the hosting community. The WHIR Blogs provides a community of expert industry perspectives. The Web Host Industry Review Magazine also offers a business-minded, issue-driven perspective of interest to executives and decision-makers. WHIR TV offers on demand web hosting video interviews and web hosting video features of the key persons and

events of the web hosting industry. WHIR Events brings together like-minded hosting industry professionals and decision-makers in local communities.

Inkling Snags Investments from McGraw-Hill and Pearson to Scale Up iPad Textbook Operation

McGraw-Hill and Pearson, the world's two largest educational publishers, have both pitched in for a Series B financing round at [Inkling](#), the San Francisco company founded by a former Apple manager to build interactive textbooks for the iPad.

As with Inkling's [Series A round last August](#), the amount of the investment wasn't disclosed, but in an announcement today the company called it a "multi-million dollar financing." Existing investors Sequoia Capital, Felicis Ventures, Kapor Capital, and Sherpalo Capital also participated in the round.

At the same time as it's been fundraising from strategic partners, Inkling has also been making major strides in its negotiations for publishing rights. When Xconomy [profiled Inkling in December](#), the company had published only six interactive textbooks, four of them from McGraw-Hill. Now the company says it has commitments from McGraw-Hill to develop iPad versions of the top 100 undergraduate titles from its higher education division. It's also developing iPad versions of 24 business titles for MBA courses from Pearson Education, as well as medical textbooks from Lippincott Williams & Wilkins, undergraduate arts and science textbooks from Pearson Education, and medical education and reference books from McGraw-Hill Professional.

A page from the Inkling title "Music: An Appreciation" by Roger Kamien

The investments and the new commitments signify "a major endorsement from the publishing industry for the Inkling platform," the company asserted in a press statement today. Founder and CEO Matt MacInnis, formerly a senior manager in international education at Apple, said Inkling is gaining more traction than past digital publishing efforts in education because "We build every textbook from the ground up for the iPad to create a more engaging learning experience." Illustrations in Inkling books, for example, are often reworked as quizzes, with proper labels appearing only after students guess at the identity of each item.

"The reason we don't have 10,000 textbooks overnight is that we don't just plug in to the database of the publisher and suck down PDFs or XML of their existing content and put it on a screen," MacInnis told Xconomy contributor Elise Craig for the December profile. "The iPad is not a book, and any attempt to shoehorn book content into the iPad in our mind is shortsighted folly."

As with other types of content available for the iPad, such as music, Inkling textbooks can be purchased in chunks, a chapter at a time. Social features also allow students to access notes on the texts created by their professors or fellow students.

"Creating an interactive, higher-value e-book experience for students is central to our strategy at McGraw-Hill," said executive Vineet Madan, vice president of McGraw-Hill Learning Ecosystems, in a statement. "We are excited to deepen our relationship with Inkling as we seek to broaden the educational tools and content available on the iPad and other mobile devices."

Chicago—Printing giant R. R. Donnelley & Sons Co. announced Thursday it has acquired Journalism Online, the company founded and managed by Steven Brill, founder of *The American Lawyer* and Court TV, and L. Gordon Crovitz, former *Wall Street Journal* publisher, to help publishers generate subscription revenue from their websites. Financial terms of the deal were not disclosed.

At the center of the deal is Press+, Journalism Online's technology that enables publishers to integrate a paid-content engine, which offers audiences a mix of free and subscription-based content, with their websites.

“We provide solutions across the entire breadth of the publishing supply chain, from content creation and digital asset management through subscription solicitations, processing and renewals,” Thomas J. Quinlan III, president-CEO of Donnelley, said in a statement. “Press+ enhances our offering and opens new avenues for publishers to generate incremental subscription and advertising revenue.”

Crovitz said in a statement: “Our experience demonstrates that publishers using Press+ for metered access to websites and other digital products retain their online ad revenue and readership while adding a valuable revenue stream from online subscriptions.”

Photo Social Network DailyBooth Raises \$6 Million

[DailyBooth](#), a social network that lets users share photos in real-time, has raised \$6 million in a first round of funding. DailyBooth users snap photos of themselves with their computers' cameras and then share them, along with a caption. Users seem to be predominantly teenagers—many of whom seem very bored—judging from the live stream of updates on the bottom of the DailyBooth site.

The company says that to date 13 million photos have been shared via its service and that it is poised to benefit from the introduction of front-facing cameras on smartphones and tablets.

The funding round was led by Ignition Partners. Existing backer Sequoia Capital, which participated in the company's [\\$1 million funding round](#) a year-and-a-half ago, also participated. DailyBooth's other backers include tech incubator Betaworks, Digg co-founder Kevin Rose, and Flickr co-founder Caterina Fake.

Here's what the company says it will do with the cash: "The new financing will accelerate the expansion of DailyBooth's distribution and audience acquisition efforts, as well as fuel the ongoing development of the DailyBooth platform and mobile applications."

Facebook Buys Feature Phone Developer Snaptu For Up To \$70 Million

Facebook has made one of its biggest moves yet in its strategy to dominate mobile services: the social network has acquired Snaptu, a developer of apps for feature phones, for a sum believed to be up to \$70 million. The acquisition is Facebook's first outside of the U.S. and enhances the work Facebook has already done to make its services accessible to more than just smartphone users in developed markets.

The acquisition was first reported by two Israeli business papers, [Calcalist](#) and [The Marker](#) (Snaptu has offices in Tel Aviv, London and California).

Then Snaptu itself posted an [announcement](#) of the deal on its own blog.

Snaptu and Facebook have already been working together for a number of months as partners on a Facebook [app for feature phones](#). That works across 2,500 devices and gives feature phone users access to services that had, up to then, only been available to smartphone users: synchronizing contacts, viewing photo and friend updates, and navigating everything through a Facebook home screen.

According to The Marker, Facebook and Snaptu had a revenue sharing agreement on any digital goods purchased through the app.

Snaptu has worked with a number of other huge online properties to extend their reach into Java-based feature phones, including Twitter and Picasa. Most recently, last week Snaptu created a [LinkedIn client](#). In addition to creating feature phone apps, it also has its own app storefront, the "snappstore", and runs the advertising that appears in these apps, working with networks like Google's Admob.

Facebook already has more than 200 million mobile users across smartphones and feature handsets; and it has been gradually adding more mobile features to the service such as check-ins and local deals.

The acquisition is Facebook's first outside of the U.S., and the fourth made this year. The others were mobile group messaging startup [Beluga](#); [Rel8tion](#), a hyperlocal mobile ad startup still in stealth mode; and "social" recruiting service [Pursuit](#).

We don't yet know exactly what Facebook plans to do with Snaptu under its wing:

—It could be that the social network will in future use Snaptu exclusively for its own mobile development.

—But what might also be likely is that Facebook will let Snaptu continue to create feature phone clients for third parties (if those third parties don't mind the Facebook connection, that is). Then Facebook could use Snaptu's expertise to integrate those other services into its own mobile platform, as part of its strategy to become the central hub of access for an individual's "social graph" of contacts and information.

Update: Simon Davies, one of Snaptu’s co-founders, tells mocoNews that he is “adding nothing for now” to the news of the announcement. Snaptu estimates that 95 percent of the world’s mobile phone users are not using smartphones. That makes this acquisition a very key and significant move on the part of Facebook in targeting that group with its services.

Meltwater Buys Social Media Monitor JitterJam

Meltwater Group is purchasing its second social media monitoring startup in just over a year, as it continues to expand beyond its roots monitoring traditional media online. The company is paying \$6 million to buy Boston-based [JitterJam](#). In February 2010, [Meltwater spent](#) \$4 million to purchase BuzzGain.

CEO Jorn Lyseggen tells us Meltwater has been “very pleased” with the traction of its social media monitoring product since the BuzzGain buy. Social media monitoring still only accounts for a “small part” of the company’s overall sales—which totaled \$106 million in 2010, up from \$77 million in 2009—but Lyseggen says it’s growing much faster than Meltwater’s primary business and the company hopes to generate \$100 million in sales from social media-related products within the next three years.

JitterJam counts 50 companies, including Kraft Foods among its clients, but Lyseggen says Meltwater was primarily interested in the startup because of its technology, which automatically builds “social profiles” of the people who are commenting about a company’s products on social media sites and also includes a way to gauge how influential those people are. The company’s platform can also be used to send targeted messages to groups of consumers.

JitterJam, Lyseggen says, will eventually be integrated into Meltwater’s existing social media monitoring product, which is called [Meltwater Buzz](#). Lyseggen says the company is also on the look-out for additional social media-related purchases. “We believe innovation in this space is just incredible,” he says. “Instead of out-innovating the rest of the world, we will embrace that innovation (through) more acquisitions.”

DYMO™/Mimio® ITT Acquires Headsprout®

DYMO™/Mimio® ITT — Tuesday, March 15, 2011

Companies Anticipate Global Growth Opportunities, by Combining Headsprout Adaptive Instructional Software for Students with DYMO/Mimio Technology Solutions for Classrooms

Cambridge, MA – March 15, 2011 - DYMO™/Mimio® ITT, a leading provider of interactive teaching technologies for educators, today announces the acquisition of Headsprout®, an innovative provider of adaptive instructional content that adjusts automatically to each student's pace for learning.

The acquisition - which became effective March 9, 2011 - further strengthens the DYMO/Mimio portfolio of innovative and integrated hardware, software and services. Also, it positions the combined company to meet the expectations educators have for advanced, effective teaching technologies that enable them to simply teach.

Headsprout - whose software programs for reading are used in thousands of classrooms, learning labs and homes in the U.S. and 87 other countries - will work with DYMO/Mimio to pursue significant improvements to interactive instructional technology. This collaboration will combine DYMO/Mimio's expertise in technology solutions for broad classroom audiences with Headsprout's expertise in adaptive learning platforms for individual students.

"Headsprout and its highly-regarded content portfolio complement our technology and culture," said Laurence Huntley, General Manager, DYMO/Mimio. "We will aggressively pursue hardware and software enhancements that will build on our proven track record of providing highly-effective interactive instructional content for educators and students everywhere."

"DYMO/Mimio shares Headsprout's focus on enabling outstanding levels of student achievement, which will make our combined company a stronger competitor in the global marketplace," said Dave Anderson, President & CEO, Headsprout. "Our union sets the stage for important work that can transform the nature of learning in the classroom, by increasing teacher effectiveness and student achievement."

Headsprout's management team, led by Mr. Anderson, has been invited to oversee Headsprout operations, reporting to DYMO/Mimio's Mr. Huntley.

Complementary Interactive Learning Technologies

Headsprout's patented, award-winning adaptive software helps ensure that a student is mastering the skills in each lesson - at his or her own pace - before continuing. Its offerings include Headsprout® Early Reading, a K-2 supplemental program; and Headsprout® Reading

Comprehension, for any student with a least a mid-2nd grade reading level. With its long history of science, research, field testing and quantifiable results, Headsprout has earned industry-wide respect for its efforts in helping eliminate illiteracy in young children.

DYMO/Mimio's comprehensive classroom suite of solutions includes interactive whiteboard technology, student response systems, document cameras, wireless tablets, digital ink recorders and objectives-based instructional content. Tailored specifically to the needs of educators, its MimioClassroom™ system offers an integrated, easy-to-use assortment of interactive teaching tools and services designed to enable teachers to simply teach.

Combined, DYMO/Mimio and Headsprout have received numerous awards for their innovative and successful interactive teaching solutions. For example, Headsprout was selected by the Software & Information Industry Association (SIIA) for a prestigious 2010 CODIE Award in the "Best Online Instructional Solution" category; and DYMO/Mimio was named Scholastic Administrator's "Best in Tech 2009 & 2010."

For more information on DYMO/Mimio ITT, please visit www.mimio.dymo.com; you may also follow DYMO/Mimio ITT on Twitter @MimioTechnology and via Facebook. Download lesson plans and connect with other educators at www.mimioconnect.com

About Headsprout

Headsprout® (www.headsprout.com) is a leader in the development and implementation of online instruction that adjusts automatically to each student's needs. Its scientific, research-based, adaptive software - Headsprout® Early Reading and Headsprout® Reading Comprehension - is used in thousands of classrooms, learning labs and homes in the U.S. and all over the world. Headsprout was founded in 1999 and is based in Seattle, Washington.

About Newell Rubbermaid Global Business and Technology Solutions

DYMO is the master brand name for the Newell Rubbermaid Global Technology Solutions portfolio. In a world that demands greater productivity and measures it at every opportunity, DYMO provides businesses, educational institutions and consumers with innovative and easy ways to share, manage and organize information with improved efficiency and satisfaction.

Our DYMO global technology brands are organized into four solutions:

- DYMO® / Labeling Identification Solutions include DYMO hand-held label makers, PC connected label and postage printers, plus Industrial labeling tools (www.dymo.com).
- DYMO™ / CardScan® Contact Management Solutions include CardScan business card scanners and contact management software (www.cardscan.com).
- DYMO™ / Endicia® Postage Technologies include Endicia online shipping and mailing services (www.endicia.com), as well as customized postage (www.pictureitpostage.com).
- DYMO™ / Mimio® ITT (Interactive Teaching Technologies) include Mimio interactive whiteboard technology, digital ink recorders, document cameras, student response systems and engaging lesson plan content (www.mimio.dymo.com).

These global technology brands complement Newell Rubbermaid's strong portfolio of global brands, which also includes Rubbermaid®, Sharpie®, Graco®, Calphalon®, Irwin®, Lenox®, Levolor®, Paper Mate®, Waterman®, Parker®, Goody®, Rubbermaid Commercial Products® and Aprica®.

NEWTON, Mass. (AP) -- TechTarget Inc. has bought Computer Weekly to expand its library of websites catering to managers and executives who buy technology gear and services.

The acquisition from Reed Business Information Ltd. also includes Computer Weekly affiliate, MicroScope. Financial terms weren't disclosed.

The deal announced Monday signals the end of Computer Weekly and MicroScope in print. TechTarget said it intends to close the print editions after the acquisition is completed in late April.

Computer Weekly, started in 1966, says its website attracts about 425,000 visitors per month.

TechTarget, started in 1999, operates more than 90 websites focused on different technology topics, such as data storage and computer security. The company, based in Newton, Mass., lost \$1.2 million on \$95 million last year.

Newsy Raises \$1.5 Million in Series B Funding For Mobile News

Newsy, a multisource video news service that analyzes the world’s news coverage, announced today that it has closed a \$1.5 million series B round led by a St. Louis-based private equity firm. The second round adds to the \$2.75 million in funding Newsy has already raised, bringing total investment to \$4.25 million.

The funding will be used to grow the company’s editorial, marketing and sales teams. As its name would suggest, Newsy is a news-destination service that monitors, analyzes, curates and presents the world’s news coverage. Through bite-sized 2 to 3 minute video segments, Newsy offers busy people a useful way to quickly consume the important news stories of the day from around the world.

Newsy also announced that its iPad, iPhone and iPod apps are now fully Airplay-enabled, allowing users to stream Newsy content to their Apple TV. Newsy’s iPad app is pretty cool (Apple just added it to its “Great Airplay-Enabled Apps”) and fellow TC writer Robin Wauters is a fan. The app enables you to flip through videos in a cover flow-type fashion, a la iTunes, drag and drop videos, and build customized playlists. You can also share videos through email and social networks like Facebook and Twitter.

Newsy definitely gives you an interesting look at the differences in how different global media outlets — from Al Jazeera to CNN and even blogs(!) — report the news and disseminate information. Worth a look.

eBay to acquire GSI Commerce for \$2.4BN

March 28, 2011 — Fusion DigiNet

eBay is acquiring GSI Commerce, a provider of ecommerce and interactive marketing services, for \$29.25 a share, or total consideration of approximately \$2.4 billion. The acquisition, which will be financed with cash and debt, is expected to close in the third quarter of 2011.

The merger consideration represents a 51 percent premium over GSI's March 25, 2011, closing price and a 47 percent premium over the average closing price of GSI Commerce common stock over the 30 trading days prior to March 28, 2011.

“We intend to lead the next generation of commerce innovation. The acquisition of GSI, which offers the most comprehensive integrated suite of online commerce and interactive marketing services available, will significantly strengthen our ability to connect buyers and sellers worldwide,” said John Donahoe, eBay Inc. President and CEO. “Combined with eBay Marketplaces and PayPal, we believe GSI will enhance our position as the leading strategic global commerce partner of choice for retailers and brands of all sizes. With more than 180 customers across 14 merchandise categories, GSI has long-term commerce services relationships with leading retailers and brands. We expect that GSI will benefit from eBay's global platform and technology capabilities, and its clients will be able to leverage eBay Marketplaces and PayPal services.”

As part of the transaction, eBay will divest 100 percent of GSI's licensed sports merchandise business and 70 percent of ShopRunner and Rue La La. eBay believes these businesses are not core to its long-term growth strategy. These assets will be sold to a newly formed holding company, which will be led by GSI founder and CEO Michael Rubin.

eBay expects the transaction to result in synergies of approximately \$60 million by 2013; the company expects the transaction to be EPS neutral in 2011 and accretive in 2012. As part of the divestiture, eBay will loan the holding company \$467 million and retain a 30 percent stake in Rue La La and ShopRunner. In addition, Michael Rubin will invest additional cash of \$31 million in the holding company.

Under the terms of the merger agreement, GSI Commerce may solicit acquisition proposals from third parties for a 40-day “go-shop” period continuing through May 6, 2011. It is not anticipated that any developments will be disclosed with regard to this process unless GSI Commerce's Board of Directors makes a decision with respect to a potential superior proposal. The merger agreement provides eBay with a customary right to match a superior proposal. There is no guarantee that this process will result in a superior proposal.

Goldman, Sachs & Co. and Peter J. Solomon Company are acting as financial advisers to eBay, while Dewey & LeBoeuf LLP is acting as its legal adviser with regard to the transaction. Morgan Stanley & Co. Incorporated is acting as financial adviser to GSI

Commerce and Davis Polk & Wardwell LLP is acting as legal adviser to the special committee of the GSI Commerce Board of Directors. Morgan, Lewis & Bockius LLP is acting as legal adviser to GSI Commerce.

Assuming its acquisition of GSI closes mid-third quarter, eBay said it expects the deal to be immaterial to its 2011 non-GAAP EPS guidance which it announced January 19, and have a negative impact of \$0.30 – \$0.34 to its 2011 GAAP EPS guidance, including a GAAP charge primarily related to the divested GSI businesses.

Max Media Group to acquire www.BB2Live.com

Max Media Group is to acquire majority control of the assets of www.BB2Live.com and the company's technology applications including Internet Radio Protocol, Internet Television, VOIP and SMS text messaging. Additionally, Max Media Group will be acquiring BB2's movie library. The assets include BB2's approximate 15 million subscribers and users of its various services.

In the last 3 years over \$3.5mm has been invested in developing BB2's technology and building its subscriber/user base.

Max Media Group operates a network of web sites including www.babelation.com, www.hotautoweb.com, www.hotrvweb.com, www.hotboatweb.com and www.hotcharityweb.com www.smallcaptube.com among others. Additionally, the Company owns the Maximum Motoring Radio Show.

It is the intent of MXMI and BB2 management to immediately integrate the marketing resources and business model of MXMI with the content, services and subscriber base of BB2 to create several revenue streams. The assets of BB2 as a part of the Max Media Network ("MMN") leaps MXMI's business plan forward several years. Management believes that the BB2 assets, MXMI marketing resources and the MXMI web properties will prove to be an extremely successful combination.

James Grady President & CEO of Max Media Group, Inc. stated, "This is an opportunity of a lifetime for Max Media! If one was to look at the valuations of The Huffington Post, Facebook, and Groupon based on users, our valuation should be immediately impacted! Groupon reportedly turned down \$6 billion from Google, based on 27 million registered users comes out to be over \$200 per user ! Huffington was just purchased by AOL for \$315 million. In terms of content producers that values each writer at over \$5,000! Facebook at \$65 billion works out to be a \$1000 per user. I know there are obviously many different metrics that make up a valuation other than these. Combine our advertising model and niche markets with a value of just \$10 per user I think you can see why we are so excited! "

Gilt Groupe acquires Decorati

Gilt Groupe, an innovative online shopping destination, has acquired home decor site Decorati. Terms of the deal were not disclosed.

Decorati is a destination site for upscale interior design products and services as well as a community for the display of designer portfolios. Decorati is a resource that enables interior design professionals to efficiently manage their projects and promote their businesses. For consumers, Decorati offers a vast inspirational library of product images, along with the ability to connect with design professionals and research products from over 650 trade-only manufacturers.

“My vision for Decorati has always been to create a website to connect consumers with designers and provide broader access to the best interior design products and inspiration,” said Shane Reilly, Founder & CEO, Decorati. “Marrying Decorati with Gilt’s shopping platform and vision for an expanded Home business will allow for an even stronger offering for our members.”

The Decorati acquisition will pave the way for Gilt to launch a broader Home business. Gilt plans to unveil its new Home offering later this year, which will be a mixture of full-price merchandise, one-of-a-kind items and antiques, daily flash sales, community and social tools, and will include a channel specifically for the designer.

Gilt Home currently offers 30 sales per week from over 400 brands including Baker, Kravet, Jonathan Adler, Stark, Lignet Roset, Mitchell Gold + Bob Williams, Frette, and Soicher Marin. By incorporating a selection of products from additional trade-only brands, Gilt will create an assortment of home décor products shoppable online.

“The design community will be a key component of our expanded Home business,” said Kevin Ryan, Founder and CEO, Gilt Groupe. “Decorati has done a fantastic job establishing a venue for high-end designers, knowledgeable consumers, and trade-only brands. We are excited to combine those assets as we expand Gilt’s Home business.

CrowdGather acquires digital scrapbooking community DigiShopTalk.com

CrowdGather has acquired the domain names and assets related to DigiShopTalk.com.

DigiShopTalk was opened in August 2006 as a simple message board and has since grown to become one of the largest (non-store / product sales related) digital scrapbooking sites on the internet. DigiShopTalk has approximately 40,000 members with over 2.7 million posts. The site's gallery contains over 1,000,000 layouts with close to 9,000,000 member comments. According to Google Analytics, DigiShopTalk.com generates approximately 2 million pageviews per month.

“We believe DigiShopTalk.com is a terrific site comprised of some amazing resources and very talented members,” said Sanjay Sabnani, CrowdGather’s Chairman and CEO. “With the completion of our recent financing, we are very focused on our strategy of identifying and acquiring the leading forum based communities on the Internet and DigiShopTalk definitely fits into that category.”

Shutterfly to acquire Tiny Prints

Shutterfly, an Internet-based social expression and personal publishing service, announced today that it has entered into an agreement to acquire Tiny Prints, a privately-held company based in Sunnyvale, CA. Tiny Prints operates tinyprints.com and weddingpaperdivas.com, two fast growing ecommerce brands offering stylish cards, invitations, personalized stationery and photo books. Upon the closing of this transaction, the three co-founders, together with the entire Tiny Prints team will join Shutterfly.

Shutterfly will acquire all of the outstanding stock of Tiny Prints in exchange for approximately \$141 million in cash and approximately 3.9 million shares of Shutterfly common stock. In addition, Shutterfly will reserve approximately 1.4 million shares of common stock as consideration for the vested and unvested Tiny Prints employee equity awards assumed by Shutterfly. The structure of the transaction includes a fixed exchange ratio for the equity component of the consideration and provides for certain adjustments, including for working capital and net cash and debt balances at closing.

The deal is expected to close in approximately 30 to 60 days. Tiny Prints stockholders will own approximately 12% of the pro forma combined company. Tiny Prints outside investors will be subject to a six-month lock-up on the sale of Shutterfly shares received in the transaction and the Tiny Prints founders will be subject to a staggered 18-month lock-up. In addition, approximately 9% of the acquisition consideration will be held in escrow for 12 months.

“Shutterfly and Tiny Prints share a common passion: providing customers with innovative, high quality premium products, stylish designs and exceptional customer service,” said Jeffrey Housenbold, President and CEO of Shutterfly. “Together, we will build on our portfolio of iconic brands and combine our passionate, entrepreneurial employees to truly transform the cards and stationery market. We believe the integration of our businesses will create near-term and long-term opportunities for enhanced merchandising, accelerated product innovation and significant scale efficiencies in manufacturing, customer service and marketing. We are excited to welcome the entire Tiny Prints team to Shutterfly.”

“Like Shutterfly, Tiny Prints has experienced rapid growth in recent years,” said Ed Han, Tiny Prints co-founder and CEO. “By merging with Shutterfly, we will benefit from the many synergies and efficiencies between our organizations, enabling Tiny Prints to continue delighting our customers with a broader array of stylish and innovative products and services while growing our brands and maintaining our talented team.”

Evercore Partners served as Shutterfly’s exclusive financial advisor on the transaction and Morrison & Foerster LLP served as its legal counsel. Fenwick & West LLP served as Tiny Prints legal counsel.

RALLY Marketing Group acquiring PassionFruit Games

RALLY Marketing Group, an integrated marketing and promotions agency, is acquiring PassionFruit Games, a developer of casual video games designed for the female market. PassionFruit Games recently released Tiger Eye Part 1: Curse of the Riddle Box, which has become one of the top-selling, novel-based casual games released to date. Terms of the deal were not disclosed.

“Given the importance of the female shopper to our clients, we’ve built an incredible knowledge base and put great effort into understanding how their behavior is changing,” said RALLY CEO Lisa Clarke. “The acquisition of PassionFruit Games is an example of how RALLY, as an integrated agency, can help our clients capitalize on the evolution of marketing regardless of the platform or media.”

For Melissa Heidrich, Co-founder and Studio Director at PassionFruit Games, finding the right organizational fit was key. “There are many reasons on paper why this union makes sense,” she added. “However my decision is validated daily when we come in, sit in the same offices as one company, and work together to move this exciting new partnership forward.”

Key Publishing acquires Model Activity Press

Key Publishing, a UK based publisher of aviation magazines has acquired the business of Model Activity Press (M.A.P.), publisher of Aviation Modeller International, Flying Scale Models and Military Machines International.

Commenting on the buy, Adrian Cox, Managing Director of Key Publishing Ltd said “We are delighted to bring the M.A.P. titles into the Key portfolio. Whilst these titles are in sectors new to Key, there is a natural fit and synergy with our extensive range of aviation titles and our recent launch, Airfix Model World. We are looking forward to building on the firm foundations that the magazines currently have by using the economies of scale that a larger organisation can bring to the party. This is yet another step in some exciting development plans that we have for Key which will involve both more launches and further acquisitions.”

Tony Dowdeswell, owner of M.A.P. said “We have been very happy with the development of our magazine portfolio over the years but the time is right to sell. We are extremely pleased that it has found a great home at Key Publishing, whose culture of serving the interests of enthusiasts fits perfectly with that of M.A.P. Ltd. We are confident that under Key’s wing the magazines will thrive and have the opportunity to reach their true potential”.

The first issues of the three M.A.P. titles produced by Key Publishing will be the May 2011 issues.

MidOcean-Backed Penton in Add-on

B2B media company makes its first marketing service buy with the addition of EyeTraffic.

New York City-based business-to-business media company Penton Media acquired EyeTraffic Media for an undisclosed amount.

EyeTraffic, a Washington, DC-based interactive marketing consultancy, has ten fulltime employees, according to Penton's spokeswoman. "This is sparking a bigger deal for us," she said, adding that Penton plans to launch a marketing service division in April with the help of EyeTraffic.

EyeTraffic was established in 2004 and experienced record growth in 2010. The company provides campaign management solution services to blue chip companies, including the likes of DuPont, Mazda and Georgetown University.

In association with the transaction, EyeTraffic's founder and CEO, George Assimakopoulos, will take on the role of vice president of digital media services at Penton.

Penton's owners, MidOcean Partners and Wasserstein & Co's investment fund US Equity Partners II, acquired the company in 2007.

MidOcean owns a 50% stake in the B2B company. The company has since made two strategic acquisitions. In December, it finalized the acquisition of Nation's Restaurant News and in 2008, it added annual trade show Natural MarketPlace.

The firm continues to invest out of its 2007-vintage, \$1.33 billion MidOcean Partners III fund.

SkyWeaver acquires envIO Networks

SkyWeaver, which enables search, discovery and advertising on the social web, has acquired the assets of envIO Networks.

envIO's CEO, Manish Jha, will lead the combined company as President and CEO. Additionally, key members of envIO's technology organization will join the SkyWeaver team.

“The envIO Networks assets will accelerate SkyWeaver's mission — helping consumers, content owners and advertisers derive more value from the torrent of tweets, updates, and check-ins on the social web. envIO's intellectual property portfolio, critically acclaimed products, proven and scalable technology platform, select business relationships, and engineering talent, will create a sustainable competitive advantage for SkyWeaver,” said Manish Jha.

“Social discovery, search and advertising represent the next frontier of growth on the internet. The combination of SkyWeaver and envIO assets, coupled with Manish's experience, positions the company to win,” said Rob Soni. Rob, envIO board member, will join the SkyWeaver board as an observer.

Pearson agrees to buy Education Development International

Pearson, the publisher of the Financial Times, has agreed to buy Education Development International. The Offer is 200 pence in cash for each EDI Share and values EDI's entire issued ordinary share capital at approximately £112.7 million.

The Offer Price represents a premium of approximately 61 per cent to the Closing Price of 124.0 pence per EDI Share on 4 March 2011, the last business day prior to the commencement of the offer period; and 73 per cent to the average Closing Price of 115.6 pence per EDI Share over the three months prior to 4 March 2011.

EDI is a leading provider of education and training qualifications and assessment services, with a strong reputation for the use of information technology to administer learning programmes and deliver on-screen assessments.

Pearson believes that the addition of EDI will complement Pearson's existing work-based learning business and will create an enlarged qualifications group offering a comprehensive range of vocational and academic services to the UK and international markets. Pearson believes that its financial resources, international scale and strengths in assessment, publishing and technology will also enhance the offering to EDI's customers.

John Fallon, Chief Executive of Pearson's International Education Business, said, "In EDI we have found a dynamic partner who shares our commitment to education and training. In the UK and around the world, we will be even better placed to work with employers and training partners to develop high quality apprenticeships and related qualifications. In this work, we will help companies to be more competitive and make their staff more employable."

Nigel Snook, Chief Executive of EDI, said, "The Offer Price to acquire the EDI business reflects the value created for shareholders over the past 10 years through the hard work and commitment of the staff and management team. We now look forward to working with our Pearson colleagues to take the business on to its next stage, creating a world-class organisation supporting vocational education and training programmes in the UK and internationally."

Citi is acting as financial adviser and corporate broker to Pearson. Brewin Dolphin is acting as financial adviser and corporate broker to EDI.

InsideView Raises \$12M To Give Businesses Social Sales Intelligence Leena Rao

InsideView, a service that mashes up social data for enterprises to increase sales productivity, has raised \$12 million in Series C funding led by Foundation Capital with Emergence Capital Partners, Rembrandt Venture Partners and Greenhouse Capital Partners participating in the investment round. This brings InsideView's total funding up to \$37 million.

The company's flagship product, SalesView, crawls through more than 20,000 web sites, social networks and databases including Twitter, Facebook, LinkedIn, Hoovers, Reuters, and SEC filings, to give businesses sales intelligence and information that will aid sales operations with helping develop and maintain leads and clients.

SalesView is available as a stand-alone Web application as well as integrated with CRM vendors like SugarCRM, Microsoft Dynamics CRM, and Salesforce.com. The service currently has over 75,000 users with more than 1,000 companies that access SalesView's feed, including Ariba, Centive, Cisco/WebEx, JobScience, and SuccessFactors.

In 2010, revenue grew 130 percent and CEO Umberto Milletti says that sales are expected to increase by 100 percent in 2011. Milletti says that interest in using InsideView's product has increased as social media becomes a crucial part of the sales process in the enterprise.

"Facebook, LinkedIn and Twitter in the enterprise is no longer an 'if,'" he says, "It is a reality." Of course, it would make sense for an enterprise company playing in the CRM space (i.e. Salesforce, Microsoft) to buy InsideView. But Milletti believes InsideView is best as across-platform company that will remain independent.

InsideView will use the new funds to expand distribution partnerships and to invest in market education to train sales people to use its applications. Competitors include Hoovers and Genius.

Canadian Classifieds Giant Sold To Apax Partners

PE firm Apax Partners, which already has a big presence in classifieds in the U.K. through its holdings in Trader Media Group and the Yell Group, has bought up top Canadian classifieds firm Trader Corp. from Canadian directory publisher Yellow Media for \$745 million in cash (U.S. \$760 million). The properties Apax Partners is acquiring in this deal include auto classifieds sites AutoTrader.ca, Autos.ca, and AutoHebdo.net, as well as general classifieds site Buysell.com. It is also acquiring a 30 percent stake in Dealer.com, which offers a suite of online marketing services tailored to auto dealerships.

Yellow Media, which bills itself as “Canada’s number one Internet company,” says the deal will help it “accelerate our digital transformation while strengthening our capital structure.” The company’s Yellow Pages Group subsidiary has been on a digital buying binge in recent months, most recently purchasing a trio of Canadian digital ad-related companies for \$60 million (U.S. \$58.5 million).

For its part, Apax Partners says: “This is a very exciting online opportunity in a sector that Apax knows very well thanks to our existing investments in Trader Media Group in the UK, Bankrate (NSDQ: RATE) in the U.S. and SouFun in China. We will use this expertise to work with the management of Trader and invest in the heritage AutoTrader brand to realise its full potential and allow it to enhance its leadership position. We also look forward to partnering with the founders of Dealer Dot Com and support the business on its strong growth trajectory.”

Collective Buying Video Ad Firm Web TV Enterprise

In further online video ad consolidation, online ad tech firm Collective is making another acquisition - UK premium video ad network Web TV Enterprise.

The Madison Ave. firm started making in-roads to Britain six months ago.

Collective CEO Joe Appendi (via release): “Unlike most video networks, Web TV’s revenues come largely from broadcast media budgets versus smaller digital plans.”

Web TV Enterprise does a range of pre-roll ad formats.

Collective bought Oggifinogi recently.

David adds: The deal brings together two of Collective’s main goals. The first involves strengthening its UK arm so as to provide a launch pad to grow a wider pan-European business over the next few months. Collective’s second goal is focused on adding additional layers of targeted video ad distribution”” that doesn’t just increase its online services, but brings both TV ads and the web ads closer together.

“The big idea that’s emerging now is that instead of online video ads being a subset of the overall ad market, the internet is now becoming entwined with marketers’ broadcast ad strategy,” Appendi told paidContent. Online is now where cable TV was in the 1980s were in advertisers’ minds, he added. It’s not separate; it’s still TV. In the case of video, the distinction between broadcast and broadband is blurring.

Appendi added that the last statement is even more true in the UK than in the U.S. “Very few independent online video sites are attached to broadcast in a meaningful way in the U.S.,” Appendi said. “Hulu is one standout, but they have the major broadcast networks backing them. Web TV has found a way to complement all the major broadcasters in the UK. And that is where the space is headed.”

Thomson Reuters acquires Asian Legal Business

Expands presence with leading legal Asia media business

SINGAPORE, March 25, 2011 – Thomson Reuters today announced that it has acquired Asian Legal Business, a leading provider of print and online legal news and information for legal professionals in China, North and South East Asia, Japan, Australia and the Middle East. Asian Legal Business has 30 employees with offices in Hong Kong, Singapore and Sydney and will be aligned with the Thomson Reuters portfolio of Asia-Pacific legal businesses. Terms were not disclosed.

Tony Kinnear, senior vice president of the Asia region for the legal businesses of Thomson Reuters, said Asian Legal Business is a powerful complement to the Thomson Reuters portfolio of products and services used by practitioners in the region. “Our strategic focus is to provide legal practitioners with the tools to best support their practice and business needs, and our customers look to us for authoritative content and business intelligence, plus business development tools and services. At Thomson Reuters, we call this ‘The Knowledge Effect’, and Asian Legal Business spans each of these areas: its editorial is well regarded for its insights and analysis of legal industry news, and it is widely viewed as an important channel for law firms looking to build their presence in the region,” he noted.

Asian Legal Business was founded in 2002, and serves fast-growing Asian markets and is an important marketing vehicle for established and emerging law firms. The company publishes four regional monthly journals covering China, North Asia, Southeast Asia, Japan and Australasia, and produces legalbusinessonline.com, which provides breaking legal news, deals and analysis. It also produces the Annual Law Awards and In-House Counsel Summits, a series of events and seminars held in Beijing, Shanghai, Hong Kong, Tokyo, Singapore, Sydney and Auckland.

Asian Legal Business adds a critical dimension to the Thomson Reuters strategy to expand its legal market footprint in the Asia region. Asian Legal Business complements the Thomson Reuters strategy of developing regional legal news that can be leveraged across its global portfolio of online legal information services and publications.

“There are already more than one million legal practitioners in the Asia region, and Asian Legal Business is viewed as required reading for the region’s leading law firms, in-house counsel and C-suite executives,” noted Kinnear. “We intend to build on Asian Legal Business’ great legacy of innovation and excellence, supporting the growth of the profession in this important region. We are pleased that Asian Legal Business is now part of Thomson Reuters.”

Nobel Learning Communities, Inc. Acquires Five Preschools in DC Metro Area

Acquisition of Preschools Expands Presence in Maryland and Northern Virginia

WEST CHESTER, PA -- (MARKET WIRE) -- 03/23/11 -- Nobel Learning Communities, Inc. (NASDAQ: NLCI), a leading operator of private preschools, elementary and middle schools and K-12 online distance learning, today announced it has acquired five preschools located in Metropolitan Washington, D.C. from Children's Center preschools.

George H. Bernstein, President and CEO of Nobel Learning Communities, said, "We are delighted to add these five preschools to our nationwide network and we welcome their students, parents, teachers and administrators to the Nobel Learning family. By integrating these schools with our existing Maryland and Virginia schools, we will expand and enhance our ability to serve the preschool needs of parents and children in the DC Metro area. This acquisition aligns with our strategy of expanding our curriculum-based preschool business. We expect this acquisition will be accretive to earnings, although only modestly over the remaining three months of Fiscal 2011."

The acquisition, the Company's first since September 2009, includes schools in Olney, Gaithersburg and Germantown, Maryland, and Fairfax and Herndon, Virginia, which were part of a total of 11 preschools owned and operated by Children's Center preschools. Over the next few months the Company intends to rebrand the schools under the Company's Chesterbrook Academy logo. Children's Center preschools will continue to operate the remaining six preschools. Nobel Learning used existing cash resources to fund this acquisition.

About Nobel Learning Communities

Nobel Learning Communities, Inc. is a national network of over 185 nonsectarian private schools, including preschools, elementary schools, and middle schools in 15 states across the nation. In addition, Nobel Learning Communities owns and operates Laurel Springs School, a leading college preparatory K-12 private school offering online and distance learning programs. Nobel Learning Communities provides high quality private education, with small class sizes, caring and skilled teachers, and attention to individual learning styles. Nobel Learning Communities also offers an array of supplemental educational services, including before- and after-school programs, the Camp Zone® summer program, learning support programs, specialty high schools and K-12 online and distance learning programs. For more information on Nobel Learning Communities, please visit www.NobelLearning.com.

Except for historical information contained in this press release, the information in this press release consists of forward-looking statements pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. These statements involve risks and uncertainties that could cause actual results to differ materially from those in the forward-looking statements. Potential risks and uncertainties include changes

in ability to hire and retain qualified personnel, competitive market demand and conditions, ability to find affordable real estate, ability to obtain the capital required to implement plans, government regulations, changes in economic conditions reducing demand or need for private schools, potential negative publicity and defense against such, environmental health conditions, the small number of stockholders with majority ownership, effective financial reporting controls, competitive conditions including tuition price sensitivity, execution of growth and operating strategies, and the acceptance of newly developed and converted schools. Other risks and uncertainties are discussed in the Company's filings with the SEC. These statements are based only on management's knowledge and expectations on the date of this press release. The Company does not intend to update these statements or other information in this press release based on future events or circumstances.

Salesforce.com Buys Radian6 For \$326 Million

Customer relationship manager Salesforce.com is acquiring social media “buzz” monitor Radian6 for \$276 million in cash and \$50 million in stock. On top of that, about \$10 million in stock and \$4 million in cash will be issued to founders over the next two years, though that \$14 million is subject to certain “vesting conditions.”

The acquisition comes after months of investment activity by Salesforce. In February, Salesforce participated in a \$4 million round by Twitter and Facebook client Seismic. Last month, Salesforce was part of a \$32 million fourth round of funding for HubSpot, which sells all-in-one software used by businesses to get online leads.

For the past two years, acquisitions in the data and analytics space have continued to remain hot. After all, the rise of social media has made the need for comprehensive analytics a fairly essential part of most of businesses in media. But it’s becoming increasingly rare to find established analytics providers willing to sell. Radian6 has been around for five years, making it one of the more mature social media analytics companies around.

Still, while the older companies in this area will be hard to find in terms of acquisition opportunities, there does seem to be a never-ending supply of startups, suggesting that as the established companies consolidate, there will be a steady stream of available properties waiting to be snapped up.

Online Video Ad Marketplace Adap.tv Raises \$20 Million

Adap.tv has raised \$20 million in a round of funding, as money continues to flow to startups in the online video space.

Adap.tv initially was behind a platform that let publishers manage their online video ad inventory, but the company expanded a year ago with the launch of a video ad exchange, where marketers can get inventory for lower prices and publishers can place their unsold inventory. Customers include Gannett (NYSE: GCI) and Publicis' VivaKi. It says the marketplace has “surpassed our expectations for growth.”

The company's new funding round was led by Bessemer Venture Partners. Existing backers Gemini Israel Funds, Redpoint Ventures and Spark Capital also participated. It brings Adap.tv's total backing to \$50 million. The startup had last raised funding in October, when it raised \$4.5 million in a round.

Google Buys Green Parrot Pictures To Boost Quality Of YouTube Uploads

Google (NSDQ: GOOG) has purchased Green Parrot Pictures, a small Irish company that has built video quality technology used in big films, such as Lord of the Rings and Spider-Man. In a blog post, Google says it hopes to use Green Parrot's technology to improve the quality of amateur clips uploaded on YouTube.

From the blog post:

Take, for example, videos of recent protests in Libya. Although emotionally captivating, they can be jerky, blurry or unsteady. What if there was a technology that could improve the quality of such videos—sharpening the image, reducing visual noise and rendering a higher-quality, steadier video—all while your video is simply being uploaded to the site? You can imagine how excited we were when we discovered a small, ambitious company based in Ireland that can do exactly this.

This is the latest Google acquisition intended to boost YouTube. Just last week, the company purchased webisode syndicator Next New Networks.

ACS, A Xerox Company, to Acquire CredenceHealth

Adds Cloud-Based Solution to Help Healthcare Providers Enhance Quality of Care

DALLAS --(BUSINESS WIRE)-- Affiliated Computer Services, Inc. (ACS), A Xerox Company (NYSE: XRX), today announced a definitive agreement to acquire CredenceHealth, Inc., creating a simple way for healthcare providers to use patient information to predict and prevent complications.

Nashville, Tenn.-based CredenceHealth provides software that captures and analyzes patient data to assist hospitals, health plans, and providers improve quality of care and compliance with meaningful use regulations.

By integrating CredenceHealth's clinical surveillance tools with ACS' core suite of managed care solutions under the Midas software brand, ACS will now offer a cloud-based solution that actively monitors patient data - original diagnosis, laboratory and radiology reports, medications, vital signs, etc. This data is accessible to hospital staff from any Internet browser using a secure password-protected system.

The new solution, named Midas+ Live, works with a hospital's Electronic Medical Record (EMR) system, and alerts caregivers when any of thousands of possible changes in a patient's condition happen simultaneously - such as an increase in temperature or low blood pressure, combined with various lab and radiology results. This information can then be used to inform the caregiver prior to a decline in the patient's condition.

"Through our advanced technology that analyzes the insights found inside the massive amounts of information regarding a patient's condition, we're giving healthcare providers real-time relevant knowledge so they can better focus on giving patients the care they need," said Tom Simas, managing director for ACS' Midas+ solutions.

The CredenceHealth software-as-a-service offering is certified by the Office of the National Coordinator as a clinical quality measures reporting module for meaningful use. Therefore, providers using Midas+ Live will be eligible for stimulus dollars from the HITECH and American Recovery and Reinvestment Act.

"We have experienced great gains in quality outcomes and efficiencies since adding CredenceHealth's tools to our organization. Our colleagues benefit from having this information and intelligence at their fingertips," said Scott Raynes, president and CEO, NorthCrest Medical Center in Springfield, Tenn. "The addition of CredenceHealth to our existing ACS Midas+ processes and products creates a powerful combination, helping us accomplish all of the new regulatory requirements, freeing us to deliver even better care to our patients."

All CredenceHealth products and services will be integrated into Midas+ solutions, which help to improve staff efficiency, enhance patient safety and increase hospital profitability. CredenceHealth's management team and employees will join ACS. Justin Lanning, CEO, CredenceHealth, will serve as vice president of business development, ACS Midas+.

About Xerox

Xerox Corporation is a \$22 billion leading global enterprise for business process and document management. Through its broad portfolio of technology and services, Xerox provides the essential back-office support that clears the way for clients to focus on what they do best: their real business. Headquartered in Norwalk, Conn., Xerox provides leading-edgedocument technology, services, software and genuine Xerox supplies for graphic communication and office printing environments of any size. Through ACS, A Xerox Company, which Xerox acquired in February 2010, Xerox also offers extensive business process outsourcing and IT outsourcing services, including data processing, HR benefits management, finance support, and customer relationship management services for commercial and government organizations worldwide. The 136,000 people of Xerox serve clients in more than 160 countries. For more information, visit www.xerox.com, www.realbusiness.com or www.acs-inc.com. For investor information, visit www.xerox.com.

About CredenceHealth, Inc.

CredenceHealth automates Core and eMeasure compliance and identifies emerging complications via a unique Clinical Intelligence Engine. CredenceHealth web-based infrastructure delivers meaningful and actionable clinical surveillance in real-time - while patients are still in the hospital - utilizing evidence-based medical research and best practice standards (e.g., CMS, HITSP, CDC, NSQIP, and other published standards). <http://www.credencehealth.md>

Inmedius Acquires KnowledgeXtensions

Extends eLearning and Learning Management System (LMS) Footprint

PITTSBURGH--(BUSINESS WIRE)--Inmedius, Inc. announces the acquisition of KnowledgeXtensions, Inc. and its software products and key personnel. Headquartered in Albany, NY, the company provides eLearning technology and services to a variety of key corporate companies throughout the United States and several companies in Asia.

"This is an important acquisition for Inmedius; it continues our breadth and depth approach alongside our Generation21™ Learning Suite resulting in a full Learning Management product offering. The eLearning products gained in this acquisition will be expanded upon and leveraged into all areas of our business. Their robust Learning Management System (LMS) has a great heritage and we fully expect to improve upon it," stated Gary L. Schaffer, President and CEO, Inmedius, Inc.

An eLearning company since 1997, KnowledgeXtensions is known in the industry for, Omnibus Learning™, their full featured and affordable Learning Management System (LMS) designed from the ground up, specifically for midsize businesses. In addition, KBridge™, their revolutionary eLearning content authoring solution enables instructors and trainers to immediately create eLearning courses with no programming required.

"We are very excited to become a part of the Inmedius family," added Dave Geoghegan, President, KnowledgeXtensions. "We feel our Enterprise class Learning Management System (LMS) provides an excellent complement to the existing Inmedius eLearning product line and will provide great value to new and existing clients. We look forward to maintaining our focus on innovation and providing industry leading products in the learning space."

KnowledgeXtensions offerings will be available for purchase worldwide through Inmedius' international network of offices. Visit www.KnowledgeXtensions.com to learn more about KnowledgeXtensions eLearning offerings and free online demonstrations.

About KnowledgeXtensions Based in Albany, New York, KnowledgeXtensions is a leader in eLearning technology since its founding in 1997. The company focuses on affordable, easy-to-use Learning Management solutions, while providing superior technology, outstanding services and compelling value. The company offers a full Learning Management System (LMS) and a robust eLearning content authoring solution. www.KnowledgeXtensions.com.

Inmedius Headquartered in Pittsburgh, PA, with offices in North America, Europe, Australia and Asia, Inmedius is a global leader in delivering innovative, performance-oriented applications and services that capture, create, manage and deploy information and learning assets. Our customers, and their clients, are enabled to share an unprecedented level of productivity and efficiency. In addition to program services, Inmedius provides Content Management, S1000D, ATA, and DITA solutions for

publishing, aerospace, defense, government, manufacturing, and health care organizations, worldwide. www.inmedius.com.

McGraw-Hill Education Acquires Bookette

NEW YORK -- McGraw-Hill Education has acquired Bookette, a privately held software company, adding key capabilities in online performance measurement. Terms were not disclosed.

Bookette's smart-scoring engine evaluates high volumes of student writing responses, enabling assessments to incorporate writing while easing the burden of scoring and providing constructive feedback to students. The software company's other online offerings include sophisticated programs for test delivery and teacher training. Market demand for these technologies is expected to increase considerably as federal and state governments work to develop common assessment systems for the K-12 market. Bookette's advanced software also will be leveraged to support McGraw-Hill's digital products and services, which facilitate classroom instruction.

"The Bookette acquisition strengthens McGraw-Hill's digital capabilities at a time when there is sharpened focus on technology and innovation in education and increased demand for online testing in the classroom," said CTB/McGraw-Hill president Ellen Haley.

About CTB/McGraw-Hill

CTB/McGraw-Hill has an 85-year record of innovation and excellence in assessment, and serves more than 18 million students in all 50 states and in 46 countries. One of the first American publishers to introduce objective, standardized achievement tests to schools, today CTB/McGraw-Hill is a leader in testing with recognized products for online formative, adult, and language proficiency assessment. Dedicated to advancing the use of student performance data to inform instructional decision making, CTB/McGraw-Hill's innovation continues today with technologies that include Web-based assessment and reporting, student response device (clicker) software, and artificial intelligence for automated scoring of student essays. CTB/McGraw-Hill is part of McGraw-Hill Education, a division of The McGraw-Hill Companies (NYSE: MHP). McGraw-Hill Education is a leading global provider of instructional, assessment and reference solutions that empower professionals and students of all ages. For more information, visit CTB.com.

About Bookette

Bookette Software, located in Monterey, Calif., specializes in creating software for the development, administration, scoring and reporting of computer-based curriculum assessment. It was founded in 1990 by Dr. Ronald Loiacono using the knowledge and experience he had gained as one of the pioneers in using technology as a way to assist educators to assess and improve learning. For more information, visit <http://bookette.com>.

Transcend to Acquire DTS America

ATLANTA--(BUSINESS WIRE)--TRANSCEND SERVICES, INC. (NASDAQ: TRCR), a leading provider of clinical documentation services to the U.S. healthcare market, announced today that it is in negotiations to acquire DTS America, Inc. ("DTS"). The transaction is expected to close in April 2011.

Founded in 1995 and headquartered in Nashville, Tennessee, DTS is a medical transcription company that serves approximately 30 hospitals plus a number of clinics and surgery centers in 13 states.

Susan McGrogan, Transcend's President and Chief Operating Officer stated: "DTS has an excellent reputation for customer service, as evidenced by their consistently high rankings in industry surveys. We are confident that we can integrate their operations, provide a great home for the DTS employees and continue to provide excellent service to their customers."

"In order to continue our ambitious growth plans, DTS needed to find a larger partner that both recognized the value of our employees and was committed to providing excellent customer service," said Andrew Miller, Jr., Chief Executive Officer of DTS America. "I believe Transcend is the best partner for our employees and clients and I am excited by the capabilities that each of us brings to the other."

Larry Gerdes, Transcend's Chief Executive Officer added: "We are excited to have the opportunity to serve DTS's customers and look forward to being able to offer them a greater array of flexible solutions to meet their clinical documentation needs. The tremendous job that our team has done on the integration of our October 2010 Heartland acquisition has allowed us to consider another acquisition this quickly."

DTS currently generates approximately \$12 million of annual revenue, which is expected to increase Transcend's annual revenue run rate (based on 4th quarter 2010 results) to approximately \$124 million. Transcend intends to acquire DTS by the merger of DTS and a subsidiary of Transcend. The purchase price is expected to be \$7.9 million in cash, plus an earn-out of up to \$4.2 million payable in cash (if earned) in 2012. No debt will be assumed. The transaction is expected to have a nominal negative impact on 2nd quarter 2011 earnings per share (\$0.00 - \$0.01 per share) due to transaction costs and to be accretive to earnings per share starting in the third quarter of 2011.

The proposed terms are non-binding and may be modified prior to close. Closing is subject to certain pre-closing conditions, including completion of due diligence and negotiation and execution of a definitive purchase agreement.

Suender M&A Advisors initiated the transaction and is advisor to DTS. Suender M&A Advisors provides merger and acquisition advisory services to medical transcription, medical coding and other health information management companies throughout the United States.

About Transcend Services, Inc.

Transcend Services is a leading provider of clinical documentation solutions for healthcare organizations. The company’s high-quality transcription services – along with leading data extraction and reporting tools – provide critical data needed to document patient encounters and help drive clinical decision making. Transcend provides clients with exceptional quality, turnaround time and service so that they can focus on what matters most – their patients. For more information, visit www.transcendservices.com.

DataFlux Acquires Baseline Consulting

DataFlux and Baseline customers can now leverage two best-of-breed organizations to deliver end-to-end, full lifecycle data management solutions

CARY, N.C.--(BUSINESS WIRE)--DataFlux, a leading provider of data management solutions, today announced it has acquired Baseline Consulting, a leader in data management services and consulting. The move will provide DataFlux customers with the technical and business expertise to achieve more rapid ROI from their data management projects.

Baseline helps organizations enhance the value of enterprise data, improve business results and achieve self-sufficiency in managing and using data as a corporate asset. The company offers business consulting and technical implementation services in a variety of practice areas, including data quality, data warehousing, data integration, master data management and data governance. Baseline also specializes in key vertical industries such as financial services, retail, healthcare and communications.

“Baseline Consulting has long been synonymous with strategic business and technology consulting, and this is exactly the type of counsel that today’s organizations need,” said Tony Fisher, president and CEO of DataFlux. “By adding Baseline to the DataFlux team, we are adding more than a group of consultants to serve our customers. We are adding a wealth of expertise that can help us meet the demand for more complete and focused data management solutions in the future.”

The Baseline acquisition reflects a change in the way that organizations are approaching the management of data throughout the enterprise. As the value of data increases, companies are looking for “full lifecycle” solutions encompassing both software and services. DataFlux provides technologies designed to enhance the value of data, while Baseline has created strong consulting offerings to empower the people and processes critical to successful data management. With DataFlux and Baseline, an organization can utilize two best-of-breed organizations focused solely on managing the information that drives profitability and growth.

“We’re excited to join the DataFlux team after a long, successful partnership,” said Evan Levy, partner and co-founder of Baseline Consulting. “We can now offer an even richer portfolio of service offerings that can help our clients address their business objectives through information.”

“Calling this a ‘win-win’ would be a bit trite,” added Baseline Partner and Co-founder Jill Dyché. “I’d call it a ‘win-win-win-win’ – since not only Baseline and DataFlux benefit from the acquisition, but so do two sets of forward-thinking customers. It really lets us offer data management services and solutions across the delivery spectrum.”

Organizations are changing the way they approach data management across the enterprise as executives in both business and IT organizations increasingly view data as a strategic

asset. The combination of Baseline Consulting and DataFlux provides a proven full lifecycle of data management solutions to meet any company's data challenges.

About DataFlux

DataFlux enables business agility and IT efficiency by providing innovative data management technology and services that transform data into a strategic asset. A wholly owned subsidiary of SAS (www.sas.com), DataFlux helps organizations manage critical aspects of data through unified technologies and expertise that provide the benefits of data quality, data integration and master data management (MDM). To learn more visit www.dataflux.com.

About Baseline Consulting

Baseline Consulting helps companies enhance the value of their enterprise data, improve business performance and achieve self-sufficiency in managing data as a corporate asset. Baseline provides business consulting and technical implementation services in four practice areas: data warehousing, data integration, business analytics and data governance. Founded in 1991 and headquartered in Los Angeles, Baseline changes how companies leverage information. To learn more, visit Baseline's website at www.baseline-consulting.com.

GP Strategies to acquire RWD Technologies

Both local companies trace their beginnings to the same man

Elkridge-based GP Strategies Corp. says it has agreed to acquire almost all of RWD Technologies LLC of Baltimore for approximately \$28 million, combining two consulting firms that have a shared history.

Both RWD and General Physics Corp. — holding company GP Strategies' sole subsidiary — consult for a wide range of industries, from energy to aerospace. And both were founded by the same entrepreneur. The companies intend to close the deal within 60 days.

"It's combining two world-class training companies under one umbrella, and I think we're going to have a powerful product to deliver to the marketplace," Scott N. Greenberg, chief executive of GP Strategies, said Friday.

Physicist Robert W. Deutsch started General Physics Corp. in 1966 and founded RWD in 1988, two years after the first company was bought by a firm that became GP Strategies.

Publicly traded GP Strategies employs 1,900 worldwide, including more than 300 in the Baltimore area, with clients including General Motors and the Department of Defense. RWD, which is privately held and employs 430, also operates worldwide.

The two companies once had headquarters just a few miles from each other in Columbia, said Sharon Esposito-Mayer, chief financial officer of GP Strategies. All but a small portion of RWD will merge into GP Strategies after the acquisition, she said.

The Baltimore-based RWD used to have a software products arm but sold that to private equity firm Court Square Capital Partners last year for an undisclosed amount. Laurens MacLure Jr., RWD's president and CEO, said at the time that the deal would allow the company to "return to its roots as a consulting business."

The company said its consulting revenue topped \$65 million last year. GP Strategies' total revenue last year was \$260 million.

GP Strategies expects to pay for the acquisition largely or entirely with cash. It had nearly \$29 million of cash and cash equivalents on hand as of the end of December.

GSI Commerce Closes Acquisition of Fanatics, Inc.

KING OF PRUSSIA, Pa.--(BUSINESS WIRE)--GSI Commerce Inc. (Nasdaq: GSIC), today announced it has closed its acquisition of Fanatics, Inc., a Jacksonville, Florida-based company that operates more than 250 e-commerce websites, including www.footballfanatics.com, and over 60 e-commerce stores for collegiate and professional sports partners and media organizations.

GSI also announced it has closed its new \$400 million credit agreement. The new five-year agreement, which replaces the company's existing \$150 million revolving credit facility, includes a \$285 million revolving line of credit and a \$115 million term loan.

GSI previously announced that its Board of Directors has authorized a stock repurchase program contingent upon the closing of the Fanatics acquisition. Under the program, GSI is authorized to repurchase up to \$50 million of its outstanding shares of common stock from time to time through March 14, 2013 at prevailing prices in the open market, including pursuant to Rule 10b5-1 trading plans.

About GSI Commerce

GSI Commerce® enables e-commerce, multichannel retailing and digital marketing for global enterprises in the U.S. and internationally. GSI's e-commerce services which include technology, order management, payment processing, fulfillment and customer care, are available on a modular basis or as part of an integrated solution. GSI's Global Marketing Services division provides innovative digital marketing products and services comprised of database management and segmentation, marketing distribution channels, a global digital agency to drive strategic and creative direction and an advanced advertising analytics and attribution management platform. Additionally, GSI provides brands and retailers platforms to engage directly with consumers through RueLaLa.com, an online private sale shopping destination, and ShopRunner.com, a members-only shopping service that offers unlimited free two-day shipping and free shipping on returns for a \$79 annual subscription.

BLiNQ Media Acquires Calculated Combustion, Names CTO

Facebook ad management media and technology leader taps Luis Caballero

NEW YORK--(BUSINESS WIRE)--BLiNQ Media, the only pure-play media and technology company worldwide with official access to the Facebook Ads API, and pioneer of **Social Engagement AdvertisingSM** and **CPSASM** (Cost per Social ActionSM) optimized campaigns, announced today that it has named Luis Caballero as its Chief Technology Officer, and has acquired the Ruby on Rails software development firm Calculated Combustion for an undisclosed sum.

The moves both reflect and accelerate BLiNQ's rapid growth, solidifying working relationships that have been building since March 2010, when Caballero joined BLiNQ and started working on the company's proprietary Facebook advertising platform, BAM (BLiNQ Ad Manager).

"Ruby on Rails enables our team to respond instantly to Facebook API changes that can delay other companies for up to three months," said Dave Williams, BLiNQ's founder and CEO. "Luis, Ryan and Micah are three of the best in their field, and with support from our in-house developers, they've made BAM what it is today. This promotion and acquisition demonstrate our ongoing commitment to our BAM technology platform to rapidly deliver industry-leading Facebook ad campaign management and optimization solutions with breakthrough results."

Caballero brought on his former Vitruve colleague Micah Wedemeyer, then Calculated Combustion's CTO, to work with BLiNQ on a contract basis. Wedemeyer later recruited Calculated Combustion CEO and President Ryan Felton to further enhance the BLiNQ development effort. By the end of April 2010, all three along with BLiNQ's in-house development team were working on BAM full-time. Wedemeyer and Felton made key contributions to the development of core features for reporting, the BAM datastore (MongoDB), and overall system deployment and configuration, as well as training the ever-growing BLiNQ technical team. Both are now senior software architects at BLiNQ, reporting to Caballero.

"Micah and I are very pleased to solidify our collaboration with BLiNQ Media," said Calculated Combustion founder Ryan Felton. "We look forward to continuing to work closely with Dave, Luis, and everyone else on the development team at BLiNQ to keep BAM the best in its class."

Before becoming CTO, Luis Caballero had served as BLiNQ's VP of technology & product development, and supervised BLiNQ's Atlanta office. He earned the CTO title by successfully and consistently leading both strategic and tactical execution for BLiNQ's technological and product developments for the BAM platform. Luis joined BLiNQ from Vitruve, the social-media publishing software provider, where he was technology director. He has an MBA from the Georgia Institute of Technology and a BBA in Marketing and Information Systems from New Mexico State.

This story first appeared in [MediaPost](#).

About BLiNQ Media

BLiNQ Media, a [Social Engagement AdvertisingSM](#) media and technology company headquartered in New York City makes it easy for big brands to deliver break-through results in Facebook and other social networks. One of a handful of companies globally with official access to the Facebook Ads API, BLiNQ Media is pioneering [Social Engagement AdvertisingSM](#) and [CPSASM](#) (Cost Per Social ActionSM) to drive unprecedented performance and scale in Facebook advertising campaigns. Tapping the power of BAM (BLiNQ Ad Manager), the company's proprietary ad campaign management engine built on the Facebook Ads API, BLiNQ Media fundamentally changes the way brands message, target and engage consumers in social networks with fully-managed media and technology offerings. Agencies currently tapping the power of BLiNQ Media and BAM include GroupM, Publicis, OmnicomMediaGroup, Turner Media Group, Scripps Networks, Havas and 22Squared, among others. BLiNQ Media has its corporate headquarters at TechSpace in New York City's Union Square and its technology development team headquartered at Georgia Tech's Advanced Technology Development Center (ATDC) based in Atlanta. BLiNQ Media and BAM can be found on the Web at www.blinqmedia.com and www.blinqadmanager.com.

CMBS Information Leader Trepp Acquires Investcap Advisors

NEW YORK--([BUSINESS WIRE](#))--Trepp, LLC, the leading provider of CMBS and commercial mortgage information, analytics and technology to the global securities and investment management industry, announced today that it has acquired Investcap Advisors, LLC, a privately held, Massachusetts based company. Investcap provides intuitive and highly regarded web-based applications for U.S. CMBS loan and property surveillance. Terms of the deal were not disclosed.

This acquisition provides Trepp with additional commercial real estate expertise and technology resources that will reinforce its market leading position in CMBS, and it also expands the range of CRE loan and property surveillance products that it can offer. Investcap's clients will benefit from having Trepp's industry standard CMBS data and world class client service behind Investcap's LoanAdvisor and CREDataXpress products. Scott Barrie, the founder of Investcap Advisors, will be joining Trepp as a Managing Director. Scott brings over 25 years experience in all aspects of lending including commercial loan origination, underwriting, secondary marketing and workouts.

"We are constantly striving to increase the value of our services and I am confident that our acquisition of Investcap is aligned with that objective," said Annemarie DiCola, CEO, Trepp.

"We have great respect and admiration for Investcap and I look forward to leveraging their great real estate and technology expertise."

"We are thrilled to be joining the Trepp team. Their client service reputation and standards for excellence are second to none," said Scott Barrie, Managing Director of Investcap Advisors. "I look forward to helping Trepp expand the depth and breadth of its offerings and I welcome all of the additional benefits that Investcap clients will get given the talent and scale of the Trepp organization."

"There are great synergies between Trepp and Investcap that will enable us to provide our clients, and theirs, with more robust products and even higher levels of support", said Andy Leibman, Senior Vice President, Trepp. "We are all very excited about this acquisition and look forward to welcoming the Investcap team and all of its clients to Trepp."

About Trepp, LLC

Trepp, LLC is the leading provider of CMBS and commercial mortgage information, analytics and technology to the global securities and investment management industries. Trepp provides primary and secondary market participants with the tools and insight they need to increase their operational efficiencies, information transparency and investment performance. For more information visit www.trepp.com.

About Investcap Advisors, LLC

Investcap Advisors LLC is a leader in providing market intelligence data and analysis on loans and properties underlying the Commercial Mortgage Backed Securities (CMBS) universe. Using proprietary web-based platforms, LoanAdvisor and CREDataXpress, Investcap Advisors provides customers with scalable solutions for valuable insight on commercial loans and their underlying properties. For more information visit www.investcapadvisors.com.

Active Interest Media Acquires BoatQuest.com

Online Site Announces Re-launch at Palm Beach International Boat Show

FORT LAUDERDALE, Fla.--(BUSINESS WIRE)--Active Interest Media announced that it has acquired BoatQuest.com, an online classified site for buying and selling boats. BoatQuest.com joins AIM's other marine properties including *Yachts Magazine* and Show Management — presenter of five of Florida's largest boat shows — to create a powerful multi-medium marketing organization that covers online, print and boat show promotion.

Founded in 1999, BoatQuest.com already attracts close to 400,000 monthly visitors. The site has been redesigned to make it easier for visitors to search and find the boats they are looking for and will debut at the Palm Beach International Boat Show on March 24.

“By combining online media with major boat shows and a traditional yachting magazine, our goal is to provide a new level of cross-promotion, previously unavailable in the industry, for boat sellers and buyers to connect with one another,” said Mike Dickman, general manager of BoatQuest.com. “The strategic relationship among BoatQuest.com, *Yachts Magazine* and Show Management leverages the reach of three leading boating industry marketing companies in reaching boat buyers.”

In addition to standard classified listings, BoatQuest.com offers yacht brokers and dealers a variety of featured ads, as well as banner advertising. Special pricing is available on some services for Show Management boat show exhibitors and *Yachts Magazine* advertisers. For sale by owner listings are limited to boats under 35 feet.

About Active Interest Media

Active Interest Media (AIM) was formed in October 2003 by Wind Point Partners and Efrem "Skip" Zimbalist III. AIM is a rapidly growing media company focusing on enthusiast magazines and related consumer shows, Internet sites, and books.

In conjunction with its magazines, AIM produces and markets more than 75 martial arts videos and books, including several by the legendary Bruce Lee. The company also produces a dozen three-day log-home show seminars that attract thousands of consumers from around the United States. For more information about AIM:

www.activeinterestmedia.com.

About Show Management

In 1976, Show Management opened its doors and became the producers of the Fort Lauderdale International Boat Show. The company now produces five boat shows each year along with hundreds of special events throughout the year.

Specializing in event production, Show Management produces five major annual in-water boat shows: the Fort Lauderdale International Boat Show, the Yacht & Brokerage Show in Miami Beach, the Palm Beach International Boat Show, the St. Petersburg Power & Sailboat Show and the Suncoast Boat Show in Sarasota, along with a variety of other

special events. For more information about Show Management:
www.showmanagement.com.

Kensington Leasing Signs Agreements to Acquire Social Media Company Wikifamilies SA and Stock Purchase Agreement with Principal Shareholder

REDLANDS, Calif.--([BUSINESS WIRE](#))--Kensington Leasing, Ltd. (OTCBB:KNSL) today announced that on March 23, 2011, it entered into an acquisition agreement to acquire Wikifamilies SA and a stock purchase agreement to obtain financing through common stock sales to Angelique de Maison, the principal shareholder, Chairman of the Board and Chief Executive Officer of the company.

Wikifamilies SA is a development stage Swiss company formed to design, develop and operate an Internet-based social media website, Wikifamilies.com, with a unique emphasis on families and new technologies. This web-based platform is intended to enhance the ability of families to communicate and share family history and events while providing a secure location to transact family-related business matters. Wikifamilies intends to launch the website in the second calendar quarter of 2011.

Under the terms of the acquisition agreement, Kensington Leasing will acquire all of the outstanding securities of Wikifamilies in exchange for 31,500,000 shares of common stock of Kensington Leasing. This will represent approximately 68.43% of Kensington Leasing's outstanding common stock at the closing. The closing of the acquisition is subject to customary conditions, including the satisfactory completion of due diligence by the parties and the completion of an audit of Wikifamilies' financial statements. The closing is expected to occur in April.

Business Insights has stated "Globally, the social networking market is already approaching maturity. There were an estimated 917 million social networking users world-wide at the end of 2009 – 13.3% of the global population. The scale and reach of social networking is forecast to more than double to 1,971.2 million users – 27% of the population – by the end of 2015. By this stage, the social networking market will have reached maturity in most national and regional markets, being in use by a large majority of internet users, and achieving reach to approximately 80% of total global consumer expenditure."

According to eMarketer, worldwide ad spending on social networks will reach almost \$6 billion this year, amounting to \$3.1 billion in the US and \$2.9 billion in international markets.

"Studies have shown social networking now accounts for nearly 23% of all time spent on the Internet," Angelique de Maison, CEO of Kensington Leasing, said announcing the deal. "The number of social media users aged 50 and older nearly doubled from 2009 to 2010. We believe that family and legacy are primary motivators driving the need for the Wikifamilies technology, and that they have assembled the right team and technology to take advantage of this significant market opportunity," she added.

Wikifamilies is managed by three renowned internet professionals, Malcolm Hutchinson, Robert Coleridge and Chris Dengler. They have extensive experience building large IT projects and exceptional reputations as leading internet entrepreneurs and technologists.

Malcolm Hutchinson is a serial entrepreneur who has advised numerous companies on their internet business models and founded and co-founded a number of IT companies, including Living PlanIT SA, WISeKey SA, InfoMat Systems Pty Ltd and ITNetworks Inc.

Robert Coleridge is a long time systems analyst and software engineer with over 36 years experience in various technology industries, including 12 years at Microsoft Corporation as a senior software design engineer. During his years at Microsoft, he designed, created and implemented strategic and visionary working prototypes for a number of the executives. He also had the opportunity to play key roles in the development and vision that was to become .NET and WCF. He helped design and implement Microsoft's first SOAP toolkit which today is better known as Web Services.

Chris Dengler was formerly a senior software design engineer with Microsoft and one of the two original architects and developers of what became known as Web Services and .NET. He traveled widely with Bill Gates, Microsoft's Chairman and other senior Microsoft executives to introduce the concept of Web Services at high profile technical conferences and venture forums.

Under the stock purchase agreement, Ms. de Maison has agreed to purchase shares of common stock of Kensington Leasing principally to provide financing for Wikifamilies. She purchased 300,000 shares for \$75,000 upon execution of the stock purchase agreement, which has been loaned to Wikifamilies. She has agreed to purchase an additional 600,000 shares for \$150,000 upon closing of the Wikifamilies acquisition, and to make monthly purchases of up \$100,000 per month for the 18 months following the closing.

Merkle Acquires IMPAQT, Leading Search Marketing Agency

Leading Customer Relationship Marketing Agency Expands Digital Marketing Suite of Services

COLUMBIA, Md.--(BUSINESS WIRE)--Merkle (www.merkleinc.com), the nation's fastest growing customer relationship marketing (CRM) agency, today announced its acquisition of Pittsburgh-based IMPAQT, a recognized leader in search marketing. IMPAQT's expertise in SEM, SEO, bid management and search analytics complements Merkle's extensive analytics, database and digital marketing capabilities and expands its integrated customer marketing solutions. The combination of search with Merkle's CRM assets is unique in the marketplace and will provide a lens into customer behavior that will allow brands to further optimize conversion, media measurement, keyword and bid strategy at the intersection of search and database marketing.

In February 2011, *The Forrester Wave* recognized IMPAQT as a market leader among search marketing agencies. Its roster of clients includes world-class brands such as Mercedes, Office Depot, Chase, Tiffany & Co. and Penske. IMPAQT is a formidable force in the search marketing arena and has experienced significant growth, now with over 80 employees and projected gross revenue in 2011 to exceed \$90M. IMPAQT's proficiency in search combined with Merkle's longstanding expertise in CRM strategy, data management and analytics will give marketers the opportunity to enhance both customer acquisition and engagement.

"This acquisition brings together two standout companies," said Merkle CEO David Williams. "This is an exciting time for us, and we are looking forward to putting this unique combination of competencies and capabilities that search and CRM bring together to work for our existing and future clients. The fusion of both organizations unites our mutual drive for innovation, entrepreneurialism, analytics and market leadership."

Merkle's acquisition of IMPAQT signals its ongoing commitment to accelerating its digital strategy to include investments in digital acquisition and engagement capabilities, focusing on e-mail, mobile, social, site optimization, performance display and search. In addition, Merkle continues to expand its staff and capabilities and is evaluating acquisitions in digital creative, analytics, technology and strategy. Through the integration of these existing competencies, new digital technologies and the skills of its industry experts, Merkle provides its customers access to best-in-class CRM across media and channels, both online and off.

"IMPAQT's acquisition by Merkle will greatly expand our growth opportunities in the coming years," says Richard Hagerty, IMPAQT's CEO. "We look forward to our two companies working together on innovations within areas of marketing that have yet to be targeted by our competition, defining new relationships between CRM and Search and expanding our already extensive analytics capabilities."

Merkle Inc.

Merkle is the nation's largest and fastest growing customer relationship marketing agency. For more than 20 years, Fortune 1000 companies and leading nonprofit organizations have partnered with Merkle to maximize the value of their customer portfolios. By combining a complete range of marketing, technical, analytical and creative disciplines, Merkle works with clients to design, execute and evaluate Integrated Customer Marketing™ programs. With more than 1,400 employees, the privately held corporation is headquartered near Baltimore in Columbia, Maryland with additional offices in Boston, Chicago, Denver, Little Rock, Minneapolis, New York, Philadelphia, Seattle, Hagerstown, MD and Shanghai. For more information, contact Merkle at 1-877-9-Merkle or visit www.merkleinc.com.

IMPAQT

IMPAQT is a privately held [Search Marketing agency](#) helping Fortune 1000 marketers gain revenue, branding, awareness and top Internet rankings through Search-based Paid Placement campaigns and Organic Web site optimization, as well as social media marketing and data integration.

IMPAQT's customized client consulting, coupled with powerful analytics tools and analysis, has catapulted it to the top tier of Search Marketing agencies worldwide. IMPAQT manages millions of keywords for more than 100 brands and has managed more than 500 campaigns since its launch in 1999. IMPAQT has doubled its annual growth rate over three years, ranking as one of *Inc. Magazine's* fastest growing companies. Please visit www.IMPAQT.com to learn more.

HealthStream Acquires 50% Stake in Laerdal Medical's Advanced Video System, a Simulation Debriefing System

Financial impact will be immediately accretive; HealthStream raises financial guidance for 2011

NASHVILLE, Tenn.--(BUSINESS WIRE)--HealthStream, Inc. (NASDAQ: HSTM), a leading provider of learning and research solutions for the healthcare industry, announced today that it has acquired a 50 percent stake in Laerdal Medical's Advanced Video System (AVS), a product that enables users of advanced patient simulators to easily capture simulation video, audio, data logs, and "patient" responses, creating a powerful debriefing tool to optimize learning. The debriefing system is now jointly owned through SimVentures, a collaborative arrangement formed by HealthStream and Laerdal Medical A/S, a Norwegian privately held company. The AVS will be enhanced over the next 12 months, rebranded as SimView™, and fully integrated with the much anticipated SimCenter™, a simulation management platform designed to work with advanced patient simulators.

Debriefing is a critical part of simulation-based education, and it is made more effective with AVS. This debriefing system provides robust tools to accurately replay scenarios where students worked with advanced patient simulators—showing what actually occurred, as opposed to perceptions of what occurred. AVS automatically integrates data from up to four video cameras, a microphone, and patient monitoring with the event log from the advanced patient simulator. Instructors can add comments to the log during a scenario and can easily manage the delivery, storage, and distribution of the debriefing files through a range of options.

According to a survey conducted by SimVentures of approximately 900 healthcare educators, 94 percent of those who use advanced patient simulators felt that "the ability to capture high quality simulation videos that run clearly and smoothly" is important. Only 38 percent of those who capture some type of data, however, are currently capturing "video" data. The ease of managing, distributing, and archiving simulation data for debriefing sessions will be enhanced using AVS—as it will be an integral component of SimCenter, an innovative simulation management platform announced in January and a portion of which—SimStore—is anticipated to launch next month.

"Healthcare providers and educators, worldwide, have embraced AVS, with over 1,000 units deployed in leading simulation locations, to support their debriefing sessions following simulation-based learning—as it is a common add-on to our advanced patient simulators like the SimMan 3G, SimMan, SimBaby, or the SimNewB," said Tor Morten Osmundsen, Chief Executive Officer of Laerdal Medical A/S. "We are excited that the next generation AVS, known as SimView, will soon be integrated with the new simulation management platform, SimCenter, making the entire simulation learning experience easier and more effective."

The Company paid \$3.5 million in cash at closing for its 50 percent ownership in AVS and used existing cash balances to fund this transaction.

Based on completion of the AVS/SimView transaction, HealthStream anticipates that consolidated revenues for the full year 2011 will grow by 16 percent to 19 percent when compared to the full year 2010 and operating income will increase between 16 percent and 20 percent for the full year 2011 versus our 2010 results. The Company does not expect this transaction to affect its 2011 effective income tax rate.

“AVS offers healthcare providers and educators a highly effective means of maximizing their investment in simulation-based learning,” said Robert A. Frist, Jr., President and Chief Executive Officer, HealthStream. “Capturing data through AVS significantly enhances students’ learning opportunities through video replays, archived data logs and videos, instructor annotations and comments, and the sharing of data files. We are pleased to acquire a 50 percent stake in this exceptional debriefing system that will serve as the foundation for SimView, an important component of SimCenter, our simulation management platform.”

About SimCenter

As a simulation management platform, SimCenter is a fully integrated system of software—delivered via software-as-a-service—that includes:

- **SimStore:** SimStore is an application which makes available simulation content from some of the healthcare industry’s leading organizations. Beginning in April 2011, healthcare providers and educators will be able to sample and purchase simulation scenarios to use in their simulation training activities.
- **SimDeveloper:** SimDeveloper is an online software developer’s toolkit for scenario developers to deploy their content to the SimStore.
- **SimManager:** Coming later this year, SimManager is a management system that is customized for managing simulation-based training activities. Capabilities include making simulation training assignments, tracking training completions, managing scenario/content used in training, generating progress reports, scheduling of equipment and labs/rooms, and managing simulation curricula.
- **SimView:** SimView—which will be the next generation AVS—is an audio/video system that captures video of the simulation activities, simulator log files, and vital signs from the advanced patient simulators so that simulation instructors can debrief students on their educational experiences with simulation activities.

About HealthStream

HealthStream (NASDAQ: HSTM) is a leading provider of learning and research solutions for the healthcare industry, transforming insight into action to deliver outcomes-based results for healthcare organizations. Through HealthStream’s learning solutions—which have been contracted by approximately 2.45 million hospital-based healthcare professionals—healthcare organizations create safer environments for patients, increase clinical competencies of their workforces, and facilitate the rapid transfer of the latest knowledge and technologies. Through our research products, executives from healthcare organizations gain valuable insight about patients’ experiences, workforce challenges,

physician relations, and community perceptions of their services. Based in Nashville, Tennessee, HealthStream has an additional office in Baltimore, Maryland. For more information about HealthStream's learning and research solutions, visit www.healthstream.com or call us at 800-933-9293.

About Laerdal Medical

Laerdal Medical, one of the world's leading providers of Healthcare Solutions, is dedicated to helping save lives with products and services for Simulation, Airway Management, Immobilization, Basic Life Support, Advanced Life Support, Patient Care, Self-Directed Learning, and Medical Education. Laerdal is pleased to serve all healthcare providers and educators, from the lay rescuer to the medical professionals. Laerdal operates sales and support offices in 23 countries worldwide, and with the head office located in Stavanger, Norway. For more information, visit www.laerdal.com or call 877-523-7325.

ividence Raises \$4.2 Million from A Plus Finance

PARIS--(BUSINESS WIRE)--ividence (www.ividence.com), the first Email AdNetwork, has successfully completed a \$4.2 million capital increase with A Plus Finance to support its strong growth.

Email campaign technology based on behavioral analysis

ividence has developed the first Email AdNetwork in Europe and the US – a SaaS platform which connects email lists with advertisers’ customers recruitment campaigns. Using its proprietary “Behavioral Email AdServer”, the platform helps generate traffic on advertisers’ sites using targeted email campaigns.

Ividence’s technology, which is based on innovative algorithms and results from more than 10 man-years of research, allows each campaign to automatically select email addresses whose behavioral characteristics indicate that they have the best affinities with the advertiser. Optimising efficiency of an email campaign in this way means it achieves the same results but with 2 to 3 times less sent volume.

For its publishing clients, ividence monetizes more than 10 million email addresses in France and in the US, manages more than 3,000 campaigns a month and generates thousands of leads for advertisers such as Cdiscount, Voyageprive, Groupon, Citroen, Idmacif, PCH, Match and Dish Network.

Accelerating international expansion

This financing will allow the company to move into a new phase by consolidating its presence in France and accelerating international expansion. To meet these targets, ividence intends to hire around 20 people in 2011.

ividence was ranked fifth most innovative startup in the world – and first in the French category – in the Innovate 2010 competition in which more than 1,000 international startup companies were evaluated. The high quality of ividence’s exclusive technology was acknowledged at the 2011 E-marketing Awards where the company was a finalist for the “Best Innovation in E-marketing technology” award.

“This Series A funding reinforces our approach and give us the financial resources to significantly accelerate our international expansion and reinforce our technological lead”, said ividence CEO Eric Didier.

Pierre Loup, Investment Director at A Plus Finance added, *“We were impressed both by the quality of ividence’s executives and the performance of its acquisition emailing platform. We believe the company’s model is very promising as there is high demand for e-marketing solutions which use behavioral profiling to maximise campaign performance.”*

About ividence

ividence edits a SaaS software programme dedicated to online email advertising. The company optimises traffic on advertisers' sites and monetizes publishers' opt-in email data bases.

In December 2010, ividence was ranked fifth most innovative startup in the world in the international Innovate 2010 competition. The company was also a finalist in the "Best innovation in E-marketing technology" category at the 2011 Emarketing awards.

ividence was created at the beginning of 2009 by 2 "serial entrepreneurs". The company employs 25 people and has offices in France (Paris) and the US (San Francisco).

For more information: www.ividence.com

About A Plus Finance

Set up in 1998, A Plus Finance is an independent, management-owned investment company that is specialised in private equity, multi management, film financing and collective property funds (OPCI).

A Plus Finance's private equity investments are made through its FCPI, FIP and FCPR funds (innovation, regional SMEs and venture capital funds respectively) across all innovative sectors, especially information technology, e-commerce and sustainable development. Investments generally amount to EUR 1-5m. The team's combination of financiers and entrepreneurs results in a broad approach to asset selection and management with the sole purpose of creating value.

For more information: www.aplusfinance.com

Applied Systems Acquires Artizan Internet Services

Pairing promises to answer agents' call for online link with insureds

UNIVERSITY PARK, Ill.--(BUSINESS WIRE)--Insurance technology company Applied Systems today announced it has acquired Artizan Internet Services, expanding capabilities around agency and broker management systems while meeting the demand for online communication between agents and insurance consumers.

Among the software products Artizan brings into the Applied Systems fold is CSR24[®], the state-of-the-art solution that allows agents to offer their insureds agency-branded, online customer service, including on-demand access to their policy information. In addition, CSR24 enables round-the-clock claims reporting on the Web and by phone as well as self-service elements, including the ability to print documents such as auto ID cards, policies and many additional documents stored on agency management systems.

“We heard the agent and broker community clamoring for secure 24/7 connection to their own customers, and we knew this was the next level of service we could provide for insurance professionals,” said Applied Systems Chairman and CEO James P. Kellner as he announced the acquisition along with Richard H. Roy, Artizan president.

Kellner and Roy believe that together, Applied Systems and Artizan offer new advantages for managing insurance relationships. The centerpiece of the new union is the all-important integration of CSR24—and later, other Artizan products—with all agency or broker management systems. The companies' joint efforts create the industry's strongest seamless approach to managing technology shared by agents, carriers and end consumers, Kellner and Roy agreed.

For some time, Applied Systems TAM[®] (The Agency Manager[®]), Epic[®] and Vision[®] have been among the agency and broker management solutions that integrate with CSR24. Kellner and Roy said that common ownership will foster development for even greater efficiencies and effectiveness. They emphasized that Artizan will continue to develop and deliver solutions for agency and broker management systems from *all* technology vendors, not just those from Applied Systems.

Kellner said the Artizan acquisition came about after he consulted with Roy on the future development of a 24/7 online consumer connection. Roy's company already had the industry's best solution but wanted additional financial resources to advance the technology and grow Artizan's staff and infrastructure, Kellner said. He noted that Artizan will maintain its headquarters in Windsor, Connecticut, as well as its development office in Phoenix, Arizona. The entire Artizan management team and staff remain in place.

In addition to CSR24, Artizan products include InsWorld[®], an electronic publishing and communication service; certTrax[®], a Web-based system for reviewing and managing certificates of insurance for compliance; and WebServices[®] for templated and customized agency or broker Web site design. Since the acquisition, Artizan has undertaken CSR24

testing to develop integration with broker management systems in Canada. Those integrations are targeted for later this year.

“Every agency and broker office is looking to make the most of existing sales and service operations,” Kellner said. “Artizan’s outstanding suite of products and services allows them to enhance the work they’re already doing every day with their agency and broker management systems.”

Applied Systems, Inc., develops, sells and supports insurance agency and broker management systems and provides services for accounting, customer, policy, claims management, and all related agent and broker functions. More than 130,000 users in 11,000 agencies of every size and complexity level use Applied Systems solutions built around **insurance agency software** — **TAM[®]**, **Epic[®]**, **Vision[®]** and **DORIS[®]**. In addition, Applied Systems is recognized as a pioneer in advancing agent-carrier communication, continuing its longstanding work to promote download and real-time technology. www.appliedsystems.com

Artizan Internet Services, an Applied Systems Company, is the leading provider of Web-based and outsourced customer service solutions for the insurance industry. Artizan’s unique suite of programs enables insurance professionals to leverage their existing sales and service processes to deliver greater results. Artizan’s tools deliver to agents and brokers the highest levels of quality, efficiency and customer satisfaction. In addition to specific tools for agents and brokers, Artizan also creates custom programs to address a variety of business challenges. www.artizan.com.

GameStop Announces Acquisition of Spawn Labs and Agreement to Acquire Impulse, Inc.

Streaming technology company and digital distribution platform further advances GameStop's digital strategy

Media conference call with executives scheduled for Monday, April 4

GRAPEVINE, Texas--(BUSINESS WIRE)--GameStop Corp. (NYSE: GME), the world's largest multichannel video game retailer, today announced the acquisition of Spawn Labs, a streaming technology company. In addition, GameStop announced it has entered into an agreement to purchase Impulse, Inc., a subsidiary of Stardock Systems, Inc., and a leader in digital distribution. The Impulse acquisition is subject to customary closing conditions and is expected to close in May 2011.

Spawn Labs, part of the GameStop network, brings patented technology and a talented team of technologists with unique game streaming and virtualization expertise. The Spawn Labs team will work closely with GameStop's existing R&D group to develop GameStop's growing suite of digital game products and services.

Once the Spawn Labs integration and testing on a new consumer interface is complete, users will have immediate access to a wide selection of high-definition video games on demand on any Internet-enabled device.

"Our customers are gaming in many locations and on many devices, and we need to deliver the same great immersive experience that they have come to expect," said GameStop President Tony Bartel. "Spawn Labs and Impulse provide a customer-friendly and publisher-friendly way for us to accomplish this."

Impulse, Inc. provides a proven digital distribution platform that allows users to quickly and easily find their favorite games and download them to their Internet-connected devices.

J. Paul Raines, chief executive officer of GameStop, said, "With these important acquisitions, we will continue to make appropriate investments related to our multichannel strategy. GameStop is uniquely positioned to be the leader in both the physical and digital gaming space."

For users, developers and publishers, Impulse will offer three specific components:

- *Impulse::Client* - allows gamers to have instant access to a library of more than 1,100 games on day one as well as the ability to manage their game-related downloads and purchases.
- *Impulse::Reactor* – provides content publishers customer friendly DRM and copy protection tools. It also allows developers to enable achievements, account management, friend lists, chat, multiplayer lobbies, and cloud storage within their games.

- *Impulse::Publisher* – allows publishers to manage all aspects of their game with powerful real-time reporting and management tools. Impulse, Inc. will remain an actively running business with full integration on GameStop.com anticipated within the next few months. To learn more about Impulse, Inc. and Spawn Labs, visit www.impulsedriven.com and www.Spawnlabs.com.

Media Conference Call Information

Tony Bartel, president, and Shawn Freeman, senior vice president and general manager of digital for GameStop, will host a media conference call at 10 a.m. Central Time (11 a.m. Eastern Time) on Monday, April 4, 2011 to discuss the acquisitions. To access the conference call in number and accompanying passcode, media outlets and working journalists should email PublicRelations@GameStop.com. The conference call will be simulcast on the Internet at <http://investor.gamestop.com/> and will be archived on the website until April 29, 2011.

About GameStop Corp.

GameStop Corp. (NYSE:GME), a Fortune 500 and S&P 500 company headquartered in Grapevine, Texas, is the world's largest multichannel video game retailer. GameStop's retail network and family of brands include more than 6,670 company-operated stores in 17 countries worldwide, www.Kongregate.com, a leading browser-based game site with more than 13 million monthly unique visitors, and Game Informer(R) magazine, the leading multi-platform video game publication. The company also sells video games and related merchandise at www.GameStop.com. General information on GameStop Corp. can be obtained at the company's corporate website.