

AdMedia Strong 2009 Finish

Robust M&A interest from both strategic and financial buyers with attractive valuations being paid.

NEW YORK, NY – While 2009 was an economically challenging year for most sectors, the fourth quarter saw a resurgence in deal activity. [AdMedia Partners](#) closed five transactions in the last several weeks of the year, acting as exclusive financial advisor to:

- **Cheil Worldwide** in its acquisition of The Barbarian Group, an award winning digital creative and marketing company based in New York. Cheil is Korea's largest marketing company and the 15th largest global agency.
- **Triad Digital Media** in receiving a significant growth capital investment from H.I.G. Ventures. Triad is the market leader in providing digital media programs for leading retailer and e-commerce websites.
- **Monitor Group** in the sale of Grail Research, a global strategic research and decision support firm, to Integreon, the global leader in integrated knowledge process outsourcing (KPO), owned by the Philippines-based trading company Ayala Group.
- **Monitor Group** in the sale of Strategic Oxygen, a technology syndicated market research company, to Forrester Research, Inc. (Nasdaq: FORR), a technology and market research company.
- A leading integrated marketing communications agency in receiving a significant investment from a leading private equity firm, a transaction that has not yet been publicly disclosed.

Going into 2010, we are seeing strong interest from both strategic and financial buyers with attractive valuations being paid for differentiated business models, demonstrated track records and strong financial performance. In fact, AdMedia's Seth Alpert was recently interviewed on this topic; we invite you to read The Wall Street Journal article, "Digital-Ad Firm iCrossing Draws Interest as M&A Activity Heats Up," [here](#).

About AdMedia Partners

AdMedia Partners is a leading M&A advisor that provides middle market mergers and acquisitions advisory services to digital and traditional media, marketing and information businesses. Founded in 1990 and located in New York City, our firm has completed over 175 transactions worth over \$7 billion since 1999.

Please contact us to discuss your company's strategic objectives, whether that involves raising investment capital, growing through acquisition or considering a sale of part or all of your company. For more information about AdMedia or our recent transactions, visit our website, www.admediapartners.com.

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