

## **Forrester Research Acquisition of Strategic Oxygen Confirms Uptick in M&A Activity for Marketing Services Companies**

*AdMedia Partners advises Monitor Group in its sale of Strategic Oxygen to Forrester Research, Inc.*

NEW YORK, NY – December 2, 2009 – M&A firm [AdMedia Partners](#) today announced that it advised Monitor Group in its sale of Strategic Oxygen to Forrester Research, Inc. (Nasdaq: FORR).

In a purchase that further supports Forrester’s syndicated business model and the company’s role-based strategy, Strategic Oxygen will specifically provide Forrester’s global Technology Product Management & Marketing Professionals clients with data-rich insight to help them plan their marketing mix and spending more effectively. Offered independently from Forrester’s existing RoleView offering, the Strategic Oxygen product allows marketers to:

- Identify which key influencers to approach with their products/services.
- Learn which messages will yield the best results with these influencers.
- Determine the best media to use in messaging to these influencers.

“Strategic Oxygen clients greatly value what has become a premium product to develop and implement successful marketing plans,” said Robert Lurie, Monitor’s co-managing partner. “In deciding to concentrate on its core consulting business, Monitor is selling Forrester a respected, influential, and vital data-driven offering for today’s marketing professionals at major companies in the technology industry.”

“As we said recently, the M&A market is beginning to recover,” says Frank Connolly, Managing Director at AdMedia Partners. “Strategic buyers are once again recognizing the value of adding high-quality companies and capabilities to their competitive arsenals.”

### About AdMedia Partners

AdMedia Partners is a leading M&A advisor that provides middle market mergers and acquisition advisory services to digital and traditional media, marketing and information businesses. Founded in 1990 and located in New York City, the firm has completed over 160 transactions worth over \$6 billion since 1999. For more information about AdMedia Partners, please visit [www.admediapartners.com](http://www.admediapartners.com).

### About Forrester Research

Forrester Research, Inc. (Nasdaq: FORR) is an independent research company that provides pragmatic and forward-thinking advice to global leaders in business and technology. Forrester works with professionals in 20 key roles at major companies providing proprietary research, customer insight, consulting, events, and peer-to-peer executive programs. For more than 26 years, Forrester has been making IT, marketing, and technology industry leaders successful every day. For more information, visit [www.forrester.com](http://www.forrester.com).

### About Monitor Group

Monitor Group works with the world's leading corporations, governments and social sector organizations to drive growth on the issues that are most important to them. Founded and based in Cambridge, Massachusetts, the firm offers a range of advisory and capability-building services designed to unlock the challenges of achieving sustained growth. Monitor brings leading edge ideas, approaches, and methods to bear on clients' toughest problems and biggest opportunities. For more information, visit [www.monitor.com](http://www.monitor.com).

Greg Smith  
Managing Director, AdMedia Partners  
Email: [gsmith@admediapartners.com](mailto:gsmith@admediapartners.com)  
Phone: 212-759-1870

Frank Connolly  
Managing Director, AdMedia Partners  
Email: [fconnolly@admediapartners.com](mailto:fconnolly@admediapartners.com)  
Phone: 212-759-1870