

## **AdMedia Partners Advises Interactive Marketing Agency Spunlogic in Acquisition by Engauge Marketing**

*M&A market for interactive agencies remains robust amidst broader market turmoil*

**New York, April 3, 2008** – Engauge Marketing, LLC, a marketing solutions agency owned by Halyard Capital and focused on brand and customer engagement, has acquired interactive marketing agency Spunlogic. AdMedia Partners (<http://www.admediapartners.com>), a New York financial advisory firm specializing in mergers and acquisitions for digital and traditional media, marketing and information businesses, represented Spunlogic in the acquisition.

“The demand for digital marketing capabilities remains strong,” says Frank Connolly, the banker who led AdMedia’s deal team on this transaction. “Despite the current economic uncertainty, we continue to see both strategic and private equity backed buyers aggressively pursuing interactive agencies.”

“This is the second interactive deal we closed in the past two weeks. Notably, in both transactions the buyers were portfolio companies of private equity funds: Engauge Marketing is a portfolio company of Halyard Capital, and 360i, who two weeks ago acquired our client i33, is a portfolio company of ABS Capital Partners. While private equity funds have been sidelined from doing multi-billion dollar transactions, they still remain active in the less leveraged middle market.”

### About Spunlogic

[Spunlogic](#) is an award winning interactive marketing and technology agency with an expertise in maximizing the user experience to attract, convert and retain more customers. Spunlogic’s full-service interactive offering includes: strategy, interactive design, online marketing (email marketing, SEM, lead generation), web / application development, and usability. Spunlogic works with such clients as The Home Depot, Coca-Cola, UPS, Anheuser-Busch and Holiday Inn. Spunlogic is headquartered in Atlanta, Georgia.

### About Engauge

[Engauge](#) is a next-generation marketing solutions agency formed to unite the power of digital, traditional, and direct marketing. Its messages match the various behavioral modes that people are in when they engage with media. Each member of Engauge retains its core specialty, utilizes the expertise of other members to broaden its offering, and adopts a brand/response/data approach to advertising across all channels. Engauge works with such clients as Airborne, Best Buy, International Delight, Land O’Lakes, Logitech, MasterFoods USA, OfficeMax, Perkins Restaurants, Pert Plus, Sears Optical, Sony, Sure, TiVo, and WellPoint.

### About Halyard Capital

Halyard Capital is a New York-based private equity firm with over \$600 million of capital under management, focused on investing opportunities within the media, communications and business services industries. Halyard specializes in middle-market leveraged buyouts and growth equity investments. The firm has extensive experience and a proven track record within each of these sectors with recent investments including HCPro, Engauge, Presidio Networks and Education

Dynamics. Halyard invests in and works closely with exceptional management teams in companies with defensible market positions and franchise characteristics which generate strong cash flow and operate in attractive growth markets. The firm's investment funds will commit up to \$40 million to individual portfolio companies with a focus on investments of between \$15 million and \$40 million. Halyard has the ability to complete larger transactions utilizing our network of investment partners. Additional information regarding Halyard's strategy, principals and investments can be found at [www.halyard.com](http://www.halyard.com).

#### About AdMedia Partners

AdMedia Partners is a leading boutique financial advisory firm that provides middle market mergers and acquisitions advisory services to advertising and marketing services, media and publishing, and related Internet businesses. Founded in 1990 and located in New York City, the firm has completed over 150 transactions worth over \$5 billion since 1999.

Select recent interactive and Internet marketing transactions completed by AdMedia Partners include:

- \* Representing i33, an award-winning digital design, development and marketing firm, in its acquisition by 360i, a leading independent digital agency and a subsidiary of Innovation Interactive LLC.

- \* Representing iCrossing, a global digital marketing company, in its acquisition of Web development agency Proxicom.

- \* Representing Refinery, an interactive marketing solutions agency, in its acquisition by WPP's G2 Worldwide.

- \* Representing Ignite Health, a leading interactive healthcare marketing agency, in its acquisition by inVentiv Health.

- \* Representing Spannerworks, a leading U.K. search engine marketing agency, in its acquisition by iCrossing.

- \* Representing New Media Strategies, a leading online word-of-mouth marketing agency, in its acquisition by Meredith Corporation.

- \* Representing Genex, an interactive marketing services firm that specializes in online customer relationship marketing, in its acquisition by Meredith Corporation.

- \* Representing Medical Broadcasting Company, one of the largest independent interactive healthcare agencies, in its acquisition by Digitas Inc.

- \* Representing Bridge Worldwide, an interactive relationship marketing agency, in its acquisition by Wunderman, a unit of WPP Group.

\* Representing Dynamic Logic, the leading independent marketing research company, in its acquisition by Millward Brown, a unit of WPP Group.

\* Providing strategic advice to aQuantive in its acquisition of sbi.razorfish.

\* Representing Impulse Marketing Group, an online lead generation affiliate marketing company serving the financial services industry, in its acquisition by an undisclosed buyer.

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