

AdMedia Partners Advises Marketing Direct in Acquisition by KBM Group

M&A firm advises integrated healthcare marketing services firm in acquisition; KBM Group's parent company, Wunderman is part of Young & Rubicam Brands and a member of WPP

NEW YORK, NY – December 8, 2010 – M&A firm [AdMedia Partners](#) today announced that it acted as exclusive financial advisor to Marketing Direct, Inc. (MDI), a leading provider of integrated marketing services to the healthcare industry, in its acquisition by KBM Group. KBM Group's parent company, Wunderman is part of Young & Rubicam Brands and a member of WPP.

MDI is an integrated marketing services company with expertise in strategy, design and execution of marketing campaigns, from go-to-market strategies and sales-lead conversion to media placement, primarily for the healthcare industry. The acquisition strengthens and broadens KBM Group's existing products and services for the healthcare market, augmenting the company's core capabilities with a wide array of agency services such as creative and media placement, including digital media channels. Based in St. Louis, MO, MDI is a privately held company. Financial terms of the deal are not being disclosed, and the acquisition is subject to regulatory and shareholder approvals.

Founded in 1997, MDI has been ranked one of America's fastest-growing private companies by Inc. Magazine in its annual Inc. 5000 survey for 2008, 2009 and 2010. The company's growth has been driven by providing direct and interactive marketing services primarily to the healthcare industry, but the company has experience in retail and financial services as well. MDI's capabilities span marketing services end-to-end, including: consulting services, developing and optimizing direct market channels, facilitating the sales process through sales force automation, determining the best mix of online and offline media, performing analytics and testing to ensure results, developing creative campaigns from messages to branding, optimizing websites and online strategies, and media placement and execution. Providing these multichannel marketing services to targeted industries has given MDI industry-specific expertise that has allowed it to help its clients acquire millions of customers and engage them to improve healthcare outcomes.

With the combined strength of the acquisition, KBM Group is also officially announcing the launch of KBM Group: Health Services, a new business practice focused on improving how companies across the healthcare continuum engage with consumers and healthcare professionals. KBM Group: Health Services will immediately intensify its focus on helping organizations within the healthcare ecosystem create more meaningful engagements with consumers for the ultimate goal of improving healthcare outcomes while reducing the overall cost of healthcare services. Dennis Barnes, Jr., President & CEO of MDI, will become President, KBM Group: Health Services. The new unit will remain part of Enterprise Services within KBM Group.

About KBM Group

KBM Group is the global leader in knowledge-based marketing solutions. Expert in both digital and traditional direct marketing, KBM Group helps companies manage, analyze and optimize marketing data to engage more effectively with their customers and prospects. KBM Group's integrated, world-class solutions include strategic consulting, digital services, database services, analytics, marketing management, response services, data and marketing outsourcing. The company has 16 offices in nine countries serving global, enterprise and B2B2C-focused companies. KBM Group's parent company, Wunderman is part of Young & Rubicam Brands and a member of WPP (NASDAQ: WPPGY). www.kbmg.com.

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 180 transactions worth over \$8 billion since 1999. For more information about AdMedia Partners, please visit www.admediapartners.com.

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