

AdMedia Advises Analytics Agency RAZOR in Acquisition by NSI Marketing Services

M&A firm advises database marketing and analytics agency in acquisition by leading channel marketing services firm NSI, a portfolio company of private equity firm Frontenac Company

NEW YORK, NY – January 25, 2011 – M&A firm [AdMedia Partners](#) today announced that it acted as exclusive financial advisor to RAZOR, a national marketing strategy and customer engagement agency, in its acquisition by NSI Marketing Services, a leader in diversified channel marketing services. RAZOR specializes in utilizing data and customer analytics to optimize customer engagement in digital and traditional media.

The combined company will be one of the ten largest privately-held marketing agencies in the United States with more than 475 employees and annual revenues in excess of \$70 million.

RAZOR's clients include Rent-a-Center, Domino's Pizza, Wendy's, Purina, Zipcar and The Cheesecake Factory. NSI's clients are a broad array of top global and national brands including Honda/Acura, Anheuser-Busch InBev, Ford Motor Company, Coca-Cola, Microsoft, Cisco, Benjamin Moore, and The North Face.

“NSI and RAZOR have strengths and specializations that are complementary, and together we are even better positioned to offer clients a platform of services that doesn't currently exist in our industry,” said Mark Mantovani, NSI's president and chief executive officer, who will lead the integrated company as president and CEO.

According to Mantovani, RAZOR's successful track record for helping clients drive customer transactions is unprecedented – and one of many areas where NSI and RAZOR expect to be able to better serve clients with enhanced resources and expertise. “No company is doing a better job than RAZOR at helping global brands use marketing data to develop strategic insights and drive business with customers,” he said. “The firm has had outstanding growth in a short period, attracting – and positively impacting – an enviable roster of clients.”

“The integration of NSI and RAZOR can help our clients engage with consumers in new, innovative ways,” said Tom Cole, former president of RAZOR who will remain with the company as an executive vice president. “Both companies have a history of focusing on developing results-driven, measurable marketing campaigns, and together we'll be a force to reckon with – particularly as we continue to address digital and mobile marketing opportunities. Our goal is to build upon our successes to create exciting opportunities for the company, our clients, and our employees.”

Frontenac Company, a Chicago-based private equity firm, which has a controlling interest in NSI, served as the company's financial partner.

About RAZOR

RAZOR is a seven-year-old marketing agency that leverages customer intelligence to help marketers make better decisions and generate better results in an increasingly complex selling environment. RAZOR optimizes customer engagement across all digital and traditional media to increase customer profitability and improves spending effectiveness to increase ROI. The company represents brands such as Nestlé Purina, Domino's Pizza, Rent-a-Center, Dave & Buster's, The Cheesecake Factory, Baskin-Robbins and Wendy's. For more information, visit www.razordriven.com.

About NSI Marketing Services

Founded in 1919, NSI (www.NSIMarketingServices.com) is a leading provider of diversified channel marketing services including marketing administration activity, automation, marketing communication, event marketing and creative services. Its programs support global brands and Fortune 500 companies by ensuring effective marketing activities at the local level and supporting consistent, brand-enhancing activation on the part of their retailers, dealers, wholesalers, resellers and other associated entities.

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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