

AdMedia Partners Advises Digital Marketing Agency Real Branding on its Acquisition by Schawk, Inc.

M&A Firm represents pioneer in interactive, digital communications for market-leading consumer brands

NEW YORK, NY – November 12, 2010 – M&A firm [AdMedia Partners](#) today announced that it acted as exclusive financial advisor to digital marketing agency Real Branding in its sale to Schawk, Inc., a leading provider of brand point management services, enabling companies of all sizes to connect their brands with consumers to create deeper brand affinity.

David A. Schawk, president and chief executive officer, commented, “The acquisition of Real Branding is consistent with our strategy to enhance our delivery of brand point management capabilities by deepening our aptitude and talent in the digital marketing space. This acquisition, in addition to Untitled London Limited in the U.K. earlier this year, strengthens our ability to provide integrated strategic, creative and executional services across digital consumer touchpoints.”

Eric Ashworth, chief strategy officer, commented, “Real Branding stood out as an ideal partner. They not only have a deep understanding of the digital realm, but they are completely aligned in the belief that market-leading brands are the result of creating consistent consumer experiences across all mediums. They will be a valued addition to our comprehensive brand point management solution.”

Pat Hagerman, founder and managing director of Real Branding, said, “Schawk's structure, positioning and global footprint gives us access to a larger client base and the opportunity to apply our strategic and creative capabilities across a far greater spectrum of consumer interactions. It also enables us to compete on a much larger playing field and to leverage Schawk's expertise for the benefit of our clients.”

Hagerman added, “Our core focus remains unchanged -- to provide sharp strategic thinking and powerful creative that drives consumers to action. We look forward to the opportunity to do this in ways that create stronger social connections between Schawk's clients and their customers.”

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.

About Real Branding

Real Branding, which has offices in San Francisco and New York, was founded in 1994 to pioneer the emerging field of digital communications for brands. The agency's clients include Unilever, Lipton, Disney, Michelob, Red Lobster and ABC. For more information about Real Branding, visit <http://www.realbranding.com>.

About Schawk, Inc.

Schawk, Inc. is a leading provider of brand point management services, enabling companies of all sizes to connect their brands with consumers to create deeper brand affinity. With a global footprint of more than 40 offices, Schawk helps companies create compelling and consistent brand experiences by providing integrated strategic, creative and executional services across brand touchpoints. Founded in 1953, Schawk is trusted by many of the world's leading organizations to help them achieve global brand consistency. For more information about Schawk, visit <http://www.schawk.com>.

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