

# In Digitas Inc. Acquisition, AdMedia Partners Advises Medical Broadcasting Company

*AdMedia Partners Advises Major Interactive Healthcare Agency Medical Broadcasting Company in Acquisition by Digitas Inc.*

**NEW YORK, NY – February 6, 2006** – In the acquisition of Medical Broadcasting Company, by Digitas, Inc., New York financial advisory firm AdMedia Partners (<http://www.AdMediaPartners.com>), represented Medical Broadcasting (MBC) in the acquisition. MBC is one of the largest healthcare interactive marketing agencies in the country. AdMedia Partners specializes in mergers and acquisitions advisory services to advertising and marketing, media, and related online and information services businesses.

“Over the last few years big pharma has been dramatically shifting ad dollars online,” said Seth Alpert, the managing director who led Medical Broadcasting’s deal team. “Having spotted this trend early on, Medical Broadcasting has built a client base that includes 10 of the largest pharmaceutical companies in the world.”

The official news release issued by Digitas, Inc, on January 31, can be found at: <http://phx.corporate-ir.net/phoenix.zhtml?c=107273&p=irol-newsArticle&ID=810590&highlight=>

## About AdMedia Partners

AdMedia Partners ([www.admediapartners.com](http://www.admediapartners.com)) 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 100 transactions since 1999.

Select transactions completed by AdMedia Partners in the last seven months include:

- \* 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 360i, a leading provider of search engine marketing services and technology, in its acquisition by Innovation Interactive.
- \* Representing Dynamic Logic, the leading independent marketing research company, in its acquisition by Millward Brown, a unit of WPP Group.



- \* Representing Dittus Communications, a Washington, DC based public affairs firm with legislative and regulatory expertise, in its acquisition by Financial Dynamics.
- \* Representing Federalist Group, a Washington, DC based government relations firm, in its acquisition by Ogilvy Public Relations Worldwide, a unit of WPP Group.
- \* Representing Grupo Editorial Expansión, Mexico's second largest magazine publisher, in its acquisition by Time Inc., a subsidiary of Time Warner.
- \* Representing Gruner+Jahr USA in its sale of Inc. magazine and Fast Company magazines to Mansueto Ventures LLC.
- \* Representing Taylor Rafferty, an independent global investor relations and financial communications advisor, in its sale to Xinhua Finance, China's premier financial services and media company.
- \* Representing Interweave Press in its acquisition by Aspire Media, a newly formed magazine entity backed by private equity firms Frontenac Company and Catalyst Investors LP.

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