

## AdMedia Partners Advises Dynamic Logic in Acquisition by WPP Group plc

**NEW YORK - June 22, 2005** — AdMedia Partners, Inc. a leader in middle market mergers and acquisitions advisory services to media, advertising and interactive marketing businesses is pleased to announce it has represented Dynamic Logic, Inc. in its stock sale to Millward Brown, Inc., a wholly owned operating company of WPP Group.

Although terms of the transaction were not announced, there was significant interest in Dynamic Logic from public and private offline and online market research providers. As a result, both the consideration received and the terms of the sale were attractive to the company and its shareholders. This consistent with what AdMedia Managing Director Seth Alpert says is currently being experienced in the M&A market for market leaders like Dynamic Logic. An abridged version of the official announcement is as follows:

### Global Research Leader Millward Brown Acquires Dynamic Logic

Millward Brown, a global leader and recognized authority in advertising, media, marketing communications and brand equity research, has acquired Dynamic Logic, a leading online research company that measures and analyzes marketing effectiveness. As an industry innovator, Dynamic Logic has led the market in establishing standards in online advertising and marketing campaign evaluation, and has emerged as a thought leader in the cross media measurement arena. The combination of Dynamic Logic's interactive expertise coupled with Millward Brown's deep knowledge of brands, advertising, and marketing communications will offer clients a broad range of solutions to address today's increasingly complex marketing and media challenges.

Millward Brown and Dynamic Logic will combine their interactive products and services to create a comprehensive product suite that helps marketers and advertisers as they expand their online marketing programs. The companies will work together with marketers, advertising agencies, and media organizations to share best practices and develop new solutions for measuring the effectiveness and impact of integrated marketing efforts. In addition, Millward Brown will work with Dynamic Logic to expand their services throughout the world.

Nick Nyhan, President, Dynamic Logic, and Ronit Aviv, CTO, founded the company in 1999. Today, Dynamic Logic, headquartered in New York City, employs a team of 65 professionals, with offices in Chicago, San Francisco, Los Angeles, and London. The company has won strong loyalty from clients and has also developed some of the most innovative research solutions and patent-pending technology used in the industry today.

Nick Nyhan will remain President of Dynamic Logic, which will now be known as "Dynamic Logic – A Millward Brown Company," and will report to Mary Ann Packo, CEO, Millward Brown North America.

#### About Millward Brown:

Millward Brown ([www.millwardbrown.com](http://www.millwardbrown.com)), one of the world's top 10 marketing research organizations, is recognized as a leading authority on advertising, marketing communications, media, and brand equity

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**Dynamic Logic**

The leading independent research company  
specializing in measuring marketing effectiveness

has been acquired by

 **MillwardBrown**

a division of

**WPP**

**ADMEDIA PARTNERS, INC.**  
initiated this transaction and acted as financial advisor to  
**Dynamic Logic.**

research. Through the use of an integrated suite of validated research techniques – both qualitative and quantitative – Millward Brown helps clients build strong brands and services. Millward Brown has more than 70 offices in 42 countries and also has several specialized practices in the U.S., including Greenfield Consulting Group (a full-service qualitative research firm), MaPS (a business consulting and advanced statistical modeling firm), and Millward Brown Multicultural. Additional practices include Millward Brown's Global Media Practice (a global media effectiveness unit), Millward Brown Optimor (a global unit focused on helping clients maximize the returns on their brand and marketing investments), Millward Brown Precis (a global PR measurement practice), and KMR (provider of global Target Group Index [TGI] the world's leading media and market profiling tool). Millward Brown is part of Kantar, WPP's insight, information and consultancy arm.

#### **About Dynamic Logic:**

Dynamic Logic ([www.dynamiclogic.com](http://www.dynamiclogic.com)) is a leading research company with expertise in measuring marketing effectiveness. Dynamic Logic's three main product areas are: AdIndex® to measure online advertising, CrossMedia Research™ for multimedia campaigns and MarketNorms®, an advertising effectiveness database. Founded in 1999, the company is headquartered in New York City with offices in Chicago, San Francisco, Los Angeles and London. Dynamic Logic clients include leading marketers, advertising agencies and media companies.

#### **About AdMedia Partners:**

AdMedia Partners (<http://www.AdMediaPartners.com>) is a leading boutique financial advisory firm that provides middle market mergers and acquisitions advisory services to media and publishing, advertising and marketing services, and related internet businesses. Founded in 1990 and located in New York City, the firm has completed over 100 transactions since 1999.

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