

AdMedia Partners Advises The Hazelton Group in Acquisition by Archstone Consulting

AdMedia Partners Advises Brand Strategy and Development Consulting Firm in Acquisition by Leading Strategy and Operations Management Consultancy

NEW YORK, NY – June 7, 2006 – Archstone Consulting, an independent strategy and operations management consultancy, today announced its acquisition of The Hazelton Group, a research-based brand development consulting firm that focuses on new product/service development, global brand development, brand rejuvenation and repositioning. AdMedia Partners (<http://www.AdMediaPartners.com>), a New York financial advisory firm specializing in mergers and acquisitions advisory services to the advertising and marketing, media, and related online and information services businesses, advised The Hazelton Group in the acquisition.

The official release is as follows:

STAMFORD, Conn. & TORONTO – June 6, 2006 – Archstone Consulting, an independent strategy and operations management consultancy, today announced its acquisition of The Hazelton Group, a research-based brand development consulting firm that focuses on new product/service development, global brand development, brand rejuvenation and repositioning.

The Hazelton Group is a leading Brand Innovation consulting group, recognized for its ability to rejuvenate existing brands and develop successful new products relevant to multiple cultures and markets. Based in Toronto, Canada, The Hazelton Group uses a proprietary structured methodology to present common solutions across global markets, while addressing localization differences. The Hazelton Group is now an Archstone Consulting LLC company and will continue to operate under The Hazelton Group name, with continuing leadership from the existing Hazelton senior management team.

"The expanded resources of Archstone Consulting and The Hazelton Group address the continuing needs of companies seeking to further differentiate and extend their brands globally," stated Todd Lavieri, CEO and President of Archstone Consulting. "The Hazelton Group's recognized expertise in brand rejuvenation and product development compliments our current service offerings and will be beneficial to our client companies in the consumer products goods, life sciences, services and manufacturing industries. Our clients are focused on growth. This acquisition strengthens our ability to help them meet their goals."

Earlier this year Archstone Consulting announced the opening of its London office and late in 2005 the opening of its Netherlands office. With this acquisition, they have added a Canadian presence.


"We are excited to be part of Archstone Consulting and look forward to leveraging our experience with marquee clients to bring additional opportunities to the Archstone Consulting portfolio," says George Davie

June 2006


THE HAZELTON GROUP
Strategic Brand Innovation

A research-based brand strategy and development consulting firm

has been acquired by

Archstone[®]
CONSULTING

a portfolio company of



L A K E C A P I T A L

ADMEDIA PARTNERS, INC.
initiated this transaction and acted as financial advisor to
The Hazelton Group.

Managing Director. The founding partners of The Hazelton Group have been in the business of strategic brand development for over 20 years - assisting clients in creating new brands or revitalizing existing brands through a deep understanding of consumer needs and market opportunities.

"We are primarily focused on the same industry segments so there are natural synergies we can offer mutual clients," stated Bob Kincaide, Managing Director.

About Archstone Consulting

Archstone Consulting is a rapidly growing, independent strategy and operations management consultancy. Archstone Consulting specializes in corporate transformations, CFO advisory services, and operations improvement services to fund growth in the consumer products and retail, life sciences, manufacturing, and services sectors. Archstone Consulting offers experienced support, efficient execution and measurable results. Headquartered in Stamford, Connecticut, the company has offices in Amsterdam, Chicago, London, New York, San Francisco, Stamford and now Toronto. For additional information, please visit the company's web site at www.archstoneconsulting.com or call Dori Abel at 203-940-8200.

About The Hazelton Group

The Hazelton Group is a Brand Innovation Consultancy specializing in Brand Rejuvenation, and New Product Development. Driven by consumer and customer insights, creativity and a proven Brand Innovation process, The Hazelton Group has successfully assisted its Fortune 500 client's in achieving their growth objectives for over 20 years. For additional information, please visit the company's web site at www.hazelton.com or call Kathleen Ross, at 416 512-9100 - ext: 228.

About AdMedia Partners

AdMedia Partners (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.

Selected advertising and marketing services transactions completed by AdMedia Partners in the last year 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 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.

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