

Digital Media and Online Advertising Firm Receives Significant Investment from Private Equity

M&A firm AdMedia Partners advises Triad Digital Media in securing significant growth capital from H.I.G. Ventures

NEW YORK, NY – December 3, 2009 – M&A firm [AdMedia Partners](#) today announced that it acted as exclusive financial advisor to Triad Digital Media, a digital media and online advertising services company, in its securing of significant growth capital from H.I.G. Ventures.

“There is a real demand, on the part of strategic investors as well as private equity, for companies that have found success monetizing targeted, content-based digital media,” says Mike Klingensmith, Managing Director at AdMedia Partners.

Triad Digital Media is the market leader in creating, managing and operating online media programs for leading retailer and e-commerce websites. Triad partners with large e-commerce websites such as Walmart.com, CVS.com, Dell.com and SamsClub.com and others to help them monetize their online traffic via targeted advertising placements and content. Triad creates, hosts and manages focused sections of each partner’s website and uses contextual and behavioral targeting to bring a highly relevant demographic to advertisers.

“Triad’s business model is unlike that of any traditional marketing or media company,” says Seth Alpert, Managing Director at AdMedia Partners. “They figured out that the visitors to online retail sites are a media opportunity, successfully created content areas on retailer partners’ web sites, and sold ads and sponsorships to major advertisers. Triad’s solution monetizes valuable online property and drives online and offline commerce.”

Triad’s approach, which in addition to custom content includes banner ads and sponsorship programs, reaches customers who are in a highly sought after ‘shopping’ mindset. This offering provides great value to advertisers and is unique in the digital media advertising market today.

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 Triad Media

Founded in 2004, Triad Digital Media is the market leader in creating, managing and operating online media programs for leading retailer and e-commerce websites. Triad

partners with large e-commerce websites to help them monetize their online traffic via targeted advertising placements, content and behavioral targeting. This offering provides great value for both e-commerce retailers and the brands that advertise with them. Triad was recognized by Inc Magazine in 2009 as one of the top 500 fastest growing private companies in America. The Company has offices in Tampa, Bentonville, AR, Chicago and Los Angeles. For more information, visit www.triaddigital.com.

About H.I.G. Ventures

H.I.G. Ventures partners with entrepreneurs to provide the capital, expertise and relationships necessary to build market-leading businesses. The fund's investment strategies are supported by a growth equity team, focused on high growth companies in need of expansion capital, and a BioVentures team that concentrates on investments in biopharmaceutical, medical device and specialty pharmaceutical companies. With over \$550 million in dedicated venture and growth capital under management, the firm's two teams invest throughout North America in early to growth-stage information technology, healthcare, life science, media and service businesses. H.I.G. Ventures is the venture capital affiliate of H.I.G. Capital, a leading private equity investment firm with over \$7.5 billion of capital under management, with offices in Atlanta, Boston, Hamburg, London, Miami, New York, Paris and San Francisco. For more information, visit www.higventures.com.

Seth Alpert
Managing Director, AdMedia Partners
Email: salpert@admediapartners.com
Phone: 212-759-1870

Mike Klingensmith
Managing Director, AdMedia Partners
Email: mklingsmith@admediapartners.com
Phone: 212-759-1870

Oliver Schweitzer
Principal, AdMedia Partners
Email: oschweitzer@admediapartners.com
Phone: 212-759-1870