

# JEGI Press Release

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## Scott Peters and Tolman Geffs Appointed Co-Presidents of JEGI

New York, NY January 14, 2010 – Wilma Jordan, Chairman and CEO of The Jordan, Edmiston Group, Inc. (“JEGI”), announced today the appointment of Scott Peters and Tolman Geffs as Co-Presidents of JEGI, the New York-based investment bank serving the media, information, marketing services and related technology sectors.

Ms. Jordan, who launched JEGI in 1987, noted, “We at JEGI are very pleased to make this announcement, which signals our firm’s commitment to continued growth in the markets we serve. We believe 2010 will be an active M&A year for JEGI, and these appointments indicate our commitment to expanding our footprint in JEGI’s core market sectors.”

Mr. Peters joined JEGI in 1997 and was appointed Managing Director in 1999. Since then, he has managed more than 80 transactions for JEGI, covering a wide array of business information, consumer media, marketing services, and online media companies. Most recently, Mr. Peters completed the sale of Burton Group to Gartner (NYSE: IT) and the acquisition by e5 Global Media (Guggenheim Partners and Pluribus Capital) of leading media properties from Nielsen. He currently serves as a Media & Entertainment Sector advisor to The New York City Investment Fund and serves on the Advisory Board of Columbia Business School’s Social Enterprise Program.

Mr. Geffs joined JEGI in 2004 and has played a key role in expanding JEGI’s coverage of media-related Internet and technology companies. While at JEGI, Mr. Geffs has managed numerous transactions for online media, interactive marketing services, and technology companies, as well as broader media businesses seeking to expand in high growth new media markets. Most recently, Mr. Geffs represented Experian in the sale of Vente to Q Interactive and the sale of online behavioral targeting network Acerno to Akamai. Mr. Geffs brings a unique combination of experience to his role as a media banker, having begun his career in the M&A department of Lehman Brothers, consulted for media companies with McKinsey & Company and held a series of senior executive positions in media companies.

### About The Jordan, Edmiston Group, Inc.

The Jordan, Edmiston Group, Inc. (JEGI) of New York, NY is the leading provider of independent investment banking services for media, information, marketing services and related technologies. Since 1987, JEGI has completed nearly 500 high-profile M&A transactions for global and emerging companies; entrepreneurial owners; and private equity and venture capital funds. For more information, visit [www.jegi.com](http://www.jegi.com).

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