

# For Immediate Release

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## **PlattForm Holdings, a Portfolio Company of Arlington Capital Partners, Has Acquired VentureDirect Worldwide**

**New York, NY July 30, 2007** – PlattForm Holdings, Inc., a leading Internet marketing and enrollment solutions provider to the post-secondary education industry, and a portfolio company of Arlington Capital Partners, has acquired VentureDirect Worldwide, Inc. VentureDirect has been a leading marketing services firm for 25 years, providing lead generation and customer acquisition services to advertisers, along with list brokerage and management services for publishers and list buyers.

The Jordan, Edmiston Group, Inc., the New York-based investment banking firm that specializes in media and information, represented VentureDirect in this transaction and acted as its exclusive financial advisor.

Acquiring VentureDirect (along with Zuma, another recent acquisition for Plattform) greatly expands the service capabilities available to PlattForm's clients within the post-secondary education sector. The acquisition also enables PlattForm to expand its online lead generation services to new industry verticals, such as franchise, health and home improvement.

"Merging the three companies helps us to solidify our leadership position in post-secondary education, as we are now working for over 3,400 schools," said Michael Platt, CEO of PlattForm. "These acquisitions allow us to take the concept of 'full-service' to another level for our clients, as well as provide the resources to expand our interactive lead generation capabilities. Both companies also diversify our revenue stream by bringing on a number of new education clients and non-education clients from industries, such as consumer products, financial services, health, franchise marketing, home improvement, business services, and travel."

Rich Baumer, the President of VentureDirect and a continuing shareholder in the combined company, said, "We have been impressed with PlattForm's performance in the market, and we are looking forward to partnering with them and providing additional value-added services to our customers, both in the education sector and in several other core industry verticals." Baumer and his senior management team will continue to lead the New York-based VentureDirect subsidiary of PlattForm.

John Bates of Arlington Capital Partners said, "We believe that Internet lead generation, which comprises the majority of PlattForm's revenue, represents an attractive area for investment. With these two acquisitions, PlattForm becomes a stronger player in Internet lead generation with a more diverse revenue stream and additional service offerings. We will continue to seek additional acquisitions for the company to further strengthen its interactive marketing capabilities."

### **About PlattForm Holdings**

PlattForm Holdings, Inc. ([www.plattformad.com](http://www.plattformad.com)) is a leading interactive marketing and enrollment solutions provider to the post-secondary education industry. With over 450 employees, PlattForm provides interactive marketing and enrollment solutions, including media placement services for the television, print and radio markets; creative and production; direct mail services; public relations; and contact center services, with particular industry expertise in the post-secondary education sector. In addition, through its newly acquired VentureDirect subsidiary, PlattForm also offers



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marketing services to the consumer products, financial services, health, franchise marketing, home improvement, business services and travel, as well as post-secondary education.

### **About Arlington Capital Partners**

Arlington Capital Partners ([www.arlingtoncap.com](http://www.arlingtoncap.com)) is a Washington, DC-based private equity fund with over \$1 billion of committed capital focused on middle market buyout investment opportunities in growth industries, including education and training, business services and outsourcing, aerospace/defense, IT and engineering services, media, healthcare services, and specialized manufacturing and related industries. The firm's professionals have a unique combination of operating and private equity experience that enables Arlington to be a value-added investor. Arlington invests in companies in partnership with high quality management teams that are motivated to establish and/or advance their company's position as leading competitors in their field.

### **About JEGI**

Celebrating its 20<sup>th</sup> anniversary in 2007, JEGI ([www.jegi.com](http://www.jegi.com)) is an independent New York-based investment banking firm for the media and information industries. As a leading M&A advisor to online media and marketing services companies, JEGI has closed a number of high-profile transactions in these sectors. Recent transactions include:

- A significant investment in Gorilla Nation Media by Great Hill Partners;
- The sale of Cymfony to TNS Media Intelligence, a division of Taylor Nelson Sofres;
- The sale of Healia to Meredith Corporation;
- The sale of TechnologyGuide.com to TechTarget; and
- The acquisition of BuyerZone.com by Reed Business Information.

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