

JEGI Press Release

Vente Sold to Q Interactive

As Online Advertising Spend Continues to Grow, Acquisition Strengthens Company's Leadership in Lead Generation, Email and Display; Move Marks Second Major Recent Acquisition

New York, NY October, 6, 2009 – Q Interactive (www.qinteractive.com) continues to strengthen its marketplace position with the announced acquisition of Vente (www.venteinc.com), a permission-based marketing firm, which helps connect businesses with their desired customers – quickly, accurately and efficiently. The purchase marks the second acquisition by Q Interactive within the past three months. The combined group's powerful digital footprint continues to strengthen Q Interactive's leadership in lead generation, email and display advertising by adding additional targeting capabilities and consumer surveys.

The Jordan, Edmiston Group, Inc. (JEGI) (www.jegi.com), the leading independent investment bank for media, information, marketing services and related technologies, represented Vente in this transaction and acted as its exclusive financial advisor.

"At the heart of our solutions is predictive behavioral targeting, the most advanced targeting method employed online today," said Matt Wise, President of Q Interactive. "We're passionate about utilizing our technology, analytics and broad Internet reach to help our brand advertisers reinforce and expand their customer relationships. Vente is a like-minded partner, known for its unique ability to accurately identify and deliver in depth information on niche consumers. We share 'white hat' values and a commitment to permission, privacy and relevance."

"We are excited to be a part of the Q Interactive family," said Mark Brunetti, General Manager, Vente. "Our proprietary online survey platforms add a new tool to Q's arsenal. Q's significant reach via their network of high-quality partner sites will help our advertisers realize increased volume. I believe the combined companies will now be able to provide advertisers with the strongest set of products to reach their core customers."

Q Interactive has been a pioneer in online lead generation since 1999 and chairs the IAB Lead Generation Committee. In July, Q Interactive purchased Postmaster Direct, whose patented double opt-in email capabilities strengthened Q Interactive's rapidly growing email network. The partnership has already provided even greater reach for brands and agencies seeking to connect with consumers via email.

About Q Interactive

Q Interactive, an Intrepid Investments company, is a performance-driven advertising network specializing in predictive behavioral targeting, the most advanced targeting online today that increases ROI by using a combination of online and offline data: self-reported geo-demographic, contextual, behavioral, and



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transaction-based. This unparalleled consumer insight means better targeting capabilities and less advertising waste.

Since 1995, Q Interactive has been committed to the highest standards in ethical business practices, consumer permission and data privacy. Holding board positions and chairmanships with the industry's governing body, the Interactive Advertising Bureau (IAB), Q Interactive sets the standards for others to follow. For more information, visit www.qinteractive.com.

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.

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