

ACQUISITION OPPORTUNITY

Advertising & Media Agency

SUPERIOR REPUTATION / STRONG CUSTOMER RELATIONSHIPS
STABLE PROFITABILITY & OUTSTANDING
GROWTH OPPORTUNITIES
SELLER WILLING TO REMAIN AFTER A TRANSACTION

WHY SHOULD A STRATEGIC ACQUIRER **LOOK AT THIS OPPORTUNITY?**

2010 Gross Revenue - \$29.5MM

Location – Midwest

2010 EBITDA - \$1.6MM

THE COMPANY REPRESENTS A UNIQUE OPPORTUNITY FOR OTHER MARKETING, MEDIA, PUBLIC RELATIONS, AND ADVERTISING FIRMS WHO ARE INTERESTED IN:

- ✓ Adding new profitable relationships with the Company's longstanding, high profile and transferable clients
- ✓ Adding an experienced team with a proven track record of profitable growth during challenging economic times
- ✓ Diversifying into media buying (85% of 2010 Revenues) across all mediums
- ✓ Expand into new industry vertical markets that have proven to be recession resistant & growing...restaurants, wireless, education and political to name a few
- ✓ Tapping into the outstanding growth opportunities identified and already underway, including social & digital media
- ✓ Becoming an instant regional market leader with this Company's presence

THIS IS A TREMENDOUS OPPORTUNITY TO ACQUIRE A WELL-ESTABLISHED & WELL-RUN COMPANY IN AN INDUSTRY POISED FOR GROWTH!

The Company is one of the oldest and largest firms in its marketplace and has an excellent reputation, having won numerous awards for its work from and on behalf of its clients. The Company has longstanding relationships with blue chip clients and a proven track record in several growing industry vertical markets; namely, restaurants, wireless communications, education, government agencies, and political campaigns. These industries have proven to be quite resilient and are now poised for growth. As a result of its intense customer focus, the Company was able to produce stable operating results and to improve operating margins in each of the last three years.

Client #36116 Company Highlights

One of the Top 3 Agencies for SUBWAY® in 17 Regional Markets
Over 350 Relationships with Media Properties Across all Mediums
Demonstrated Growth within Existing & Newly Identified Industry Vertical Markets
Demonstrated Growth from Social / Digital Media Capabilities
Recent Success with Political Campaigns will lead to Future Growth Opportunities
Strong Media Buying and Creative Production Capabilities