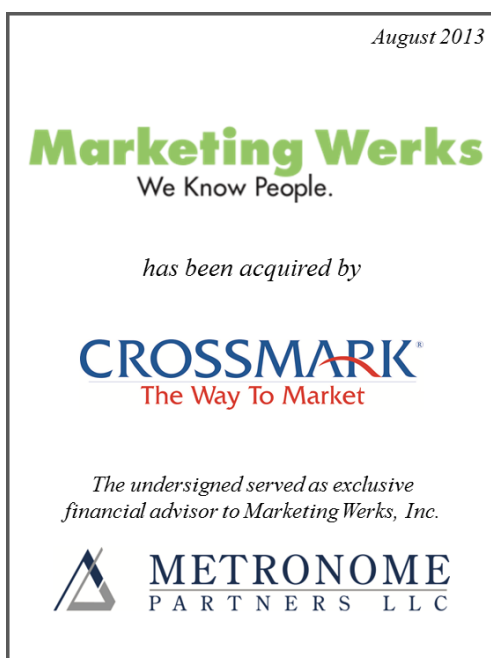


Metronome Partners Represents Marketing Werks on Sale to CROSSMARK

August 2013 – Metronome Partners, LLC (Metronome) served as exclusive financial advisor to Marketing Werks, Inc. (the Company) on its sale to CROSSMARK, a leading sales and marketing services company owned by private equity group Warburg Pincus LLC. Metronome worked with the Company’s founders and senior management team to prepare offering documents, compile diligence materials, approach potential acquirers, facilitate investor meetings, and evaluate and negotiate transaction terms. The acquisition is expected to close August 31, and Marketing Werks will become part of CROSSMARK Marketing Services – the leading marketing services group in North America.

Julie Guida, founder and co-CEO of Marketing Werks, commented, “We are very excited about the Company’s future, and the combination of CROSSMARK and Marketing Werks affords our clients unrivaled in-store and out-of-store capabilities.” Furthermore, Marketing Werks’ founder and co-CEO Scott Moller applauded Metronome, saying “Metronome always had our interest at heart. Jeff Rosenkranz and his team guided Julie and I through each stage of the sale process, and they worked tirelessly on our behalf to achieve the right transaction.”

Marketing Werks is one of the leading consumer engagement firms in North America. Founded in 1987, the privately held company is made up of people experts who create the most persuasive and the most personal marketing possible. Marketing Werks partners with brand owners to develop strategies that encompass the entire eco-system – from insights to activation. Among the Company’s offerings are experiential marketing programs, event marketing, brand ambassadors, sports marketing, pop-up retail events, mobile tours, multi-cultural, digital, social, public relations, creative, and multi-channel analytics.



Metronome Partners is an independent, Chicago and Memphis based M&A advisory firm that specializes in managing, structuring, and negotiating transactions of varying sizes and complexities in a broad range of industries. With over 200 transactions completed by Metronome's principals, the firm guides its clients through critical, value-based corporate finance alternatives, including strategic sales, recapitalizations, divestitures, and debt and equity placements. The firm focuses on middle-market businesses nationwide, valued from \$30 million to over \$500 million.

For additional information regarding Metronome Partners, please visit www.metronomepartners.com, or contact the firm’s Managing Partners, Jeff Rosenkranz or Randy Karchmer.



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