



October 25, 2011 09:13 AM Eastern Daylight Time

Media Storm Poised for Continued Growth with New Capital Partner

TZP Group investment enables acceleration of Media Storm growth strategy

NEW YORK--(BUSINESS WIRE)--Strategic media and marketing agency Media Storm today announced that it had received investment funding from New York based private equity firm the TZP Group. TZP acquired the stake held by Los Angeles based Shamrock Capital, who had previously invested in Media Storm in 2009. M&A firm AdMedia Partners acted as exclusive financial advisor to Media Storm.

Media Storm is a leading strategic media and marketing agency that is redefining the traditional media planning and buying model. The Company's comprehensive, creative and analytics-driven campaign strategy helps to gather audience for its client's brands.

"We are thrilled to partner with the TZP Group," said Tim Williams, Managing Partner of Media Storm. "We're incredibly proud of the job our team has done to grow Media Storm year after year and we know the opportunity exists to continue to grow with our clients by providing the world class service and strategy they have come to expect from us. We chose TZP because we appreciated their unique approach to partnering with management teams and it was clear that we shared a common vision for Media Storm's future which will benefit from the deep media and marketing services expertise of the TZP team."

"They have built a remarkable business and culture that has become the industry standard for tune in and audience aggregation. We look forward to supporting the Media Storm team as they continue to build upon their world class business."

"We feel very fortunate that Tim, his partner Craig Woerz and the Media Storm team have given us the opportunity to partner with them," said Dan Galpern, Partner of TZP Group LLC. "They have built a remarkable business and culture that has become the industry standard for tune in and audience aggregation. We look forward to supporting the Media Storm team as they continue to build upon their world class business."

About AdMedia Partners

AdMedia Partners is a leading provider of mergers and acquisitions advisory services to digital and traditional media, marketing and information businesses. Founded in 1990 and located in New York City, the firm has completed over 180 transactions worth over \$8 billion since 1999. For more information, please visit www.admediapartners.com.

About TZP Group, LLC

Founded in 2007, TZP Group, LLC is a private equity firm focused on investments in business and consumer services companies with enterprise values generally up to \$200 million. TZP targets companies with solid historical profitability and sustainable value propositions, and seeks to be a "partner of choice" for business owners and management teams. TZP is focused on business and consumer services verticals where the firm's investment professionals have significant operating and transaction experience. These include: marketing and media services, franchising, outsourced business and IT services, travel content and distribution, real estate services and specialty finance. The TZP Group's investments include The Dwyer Group, DLT Solutions and avVenta Holdings. For more information, please visit www.tzpgroup.com.

About Shamrock Capital

Shamrock Capital Advisors is a Los Angeles based private equity firm with over \$700 million of capital under management.

Investing exclusively in the media, entertainment, and communications sectors, Shamrock partners with strong management teams and takes an active, collaborative approach to creating value in each investment. Originally founded in 1978 as the Roy E. Disney family investment company, Shamrock is currently investing out of Shamrock Capital Growth Fund III, a \$400 million fund raised in 2011. www.shamrockcap.com

Contacts

AdMedia Partners

Greg Smith, 212-759-1870

Managing Director

gsmith@admediapartners.com

Frank Connolly, 212-759-1870

Managing Director

fconnolly@admediapartners.com

