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For Immediate Release

PALAZZO Advises TargetCast tcm In Acquisition of Triumph360

Financial advisory and acquisition firm sees increase in M&A in 2010

January 12, (New York) – PALAZZO Advisory | Acquisition, a financial advisory firm serving marketing services, interactive, information, and new media companies, today announced it acted as exclusive financial advisor to TargetCast tcm in its acquisition of Triumph360, a full-service digital shop.

TargetCast tcm was advised in the transaction by Philip A. Palazzo, Jr., founder and President of PALAZZO. “This transaction is emblematic of a trend that we expect to accelerate in 2010, as agencies seek to meet increasing client needs to reach consumers through ever-expanding digital channels,” said Palazzo.

The move marks TargetCast tcm’s first major acquisition since its inception in 2002 and comes as the agency seeks to broaden the breadth and scope of its services in anticipation of clients’ increasingly digital focus. Effective immediately, Triumph360 moves its headquarters from Stamford, CT to New York as its team becomes fully integrated within TargetCast tcm’s expanded digital marketing group.

Fueling growth

Triumph360’s acquisition brings to TargetCast tcm robust creative talent, seasoned interactive leadership and enhanced marketing capabilities in search (paid and organic), display, social, viral and mobile advertising. In just two years, the agency has quickly amassed an impressive client roster that includes Pizza Hut, Beauty Bank (a division of Estee Lauder) and Ranexa, a prescription medication that treats angina. Triumph360 is led by 20-year industry veterans Steve Minichini, President, and John Canevari, SVP, Executive Creative Director.

“Our goal is to provide our client partners with total communications management,” said Steve Farella, CEO of TargetCast tcm. “As digital media

415 Madison Avenue
15th Floor
New York, NY 10017

P 646.673.8625
F 646.673.8664
C 914.299.9706

phil@palazzonyc.com
www.palazzonyc.com

increasingly takes a central role in our communications planning, this partnership not only allows us to respond to client's needs more efficiently, but also allows us to engage with consumers in more targeted, and exciting new ways."

Minichini added: "I am incredibly proud of the Triumph360 team and the strong reputation we've built for creativity and innovation. As I have a tremendous level of respect for TargetCast tcm's leadership and consider them to be best-in-class, I'm thrilled about our partnership and look forward to creating innovative new products and brand experiences that help push our client's businesses forward."

Minichini founded Triumph360 in 2008, bringing marketing experience across the retail, fast food, pharmaceutical and financial services sectors. Most recently, Minichini was SVP, managing director for imc2's New York City and Philadelphia operations, where he oversaw the company's interactive media discipline and search marketing team, and was later named president of Enversa (a proprietary online media buying tool which he created in 2004). Prior to joining Triumph360, Canevari held several high-level creative positions within the digital space including Director of Creative Services at IBM, where he led the development of corporate-wide interactive design processes and standards—leading to the adoption of the first-ever print and web design guidelines for the world's largest technology company.

Strengthened leadership

Post acquisition, TargetCast's current management team – cofounders Steve Farella and Audrey Siegel, will continue to lead the company and elevate to new roles. Farella becomes Chairman & CEO, while Siegel becomes President, Director of Client Services. Joining the agency's management team will be Minichini, who becomes President, Digital marketing, and Canaveri, as SVP, Creative Director.

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About PALAZZO

PALAZZO is among the nation's leading financial advisory firms, working with a wide range of marketing services, interactive, information, and new media companies. The company draws on founder Phil Palazzo's unrivaled depth of industry knowledge, combined with extensive merger and acquisition related experience, to create value and wealth for owners and stakeholders.

The firm is known for the quality of its counsel, the skill of its negotiations, and the commitment of its people to outstanding client service. PALAZZO currently serves as advisor to many of the nation's leading independent marketing services and interactive companies.

For more information, visit www.palazzonyc.com.

About TargetCast tcm

TargetCast tcm is a leading full-service, independent media agency providing total communications management to strong independent brands, including hotels.com, Expedia.com, New York Life, and 1-800-FLOWERS.COM. Founded by industry executives Steve Farella and Audrey Siegel, TargetCast tcm is based in New York and ranked among the fastest-growing private companies in the U.S. by Inc. Magazine. For more information, visit www.targetcast.com.

About Triumph360

Triumph360 is a full-service digital marketing agency. The professionals at Triumph360 maintain the highest degree of experience across multiple online consumer touch points. From performance-based media initiatives focused on driving ROI, to high profile sponsorships geared toward building brands and a deep and thorough understanding of digital creative and website design, the Triumph360 team helps navigate brands and services to a new level of success. In today's marketplace of seemingly thousands of marketing choices, Triumph360 helps leading brands make stronger marketing decisions. Visit www.triumph360.com for more information.

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