

\$20,000,000

avVenta
WORLDWIDE

investment

by



*The undersigned served as placement
agent for avVenta WorldWide LLC*



gridley & company llc

December 30, 2008



avVenta Worldwide Announces \$20 Million Investment By Private Equity Firm TZP Group LLC

*Global Market Leader in Digital Production and Interactive Services Announces
Strategic Funding for Global Expansion*

Charleston, S.C. (January 12, 2009) – [avVenta Worldwide](#), the global market leader in online advertising, digital production and interactive services, today announced the closing of an approximately \$20 million strategic investment by an affiliate of TZP Group LLC, a New York-based private equity firm focused on investments in lower middle market business and consumer services companies. This investment will be used to continue avVenta’s rapid growth and global expansion plans.

Founded in 2005, avVenta Worldwide has become the global market leader in online marketing and production services. avVenta’s clients are many of the world’s most recognized brands and advertising agencies, including: Microsoft, Citigroup, Norwegian Cruise Line, Sony, MTV, eBay, Ogilvy, Prodigious Worldwide, Organic and TBWA. avVenta’s innovative and unique near-shoring business model allows it to offer lower-cost end-to-end digital production and rich media solutions that are scalable and created by industry-leading digital production talent.

“TZP is a financial partner with deep operational experience whose principals have invested in, built, and operated some of the largest and most well known business and consumer services brands in the world. Their leadership and expertise growing global businesses in the media, marketing services and consumer brand marketplaces made TZP a natural choice when we decided to seek growth capital,” said Jay Noce, President and CEO of avVenta Worldwide. “We have experienced robust and sustained growth in these challenging economic times and intend to use this capital to accelerate our expansion plans by building new global production centers, client relationship management locations in the United States and Europe, and acquiring complementary digital marketing services businesses.”

“TZP believes the migration to digital media is, and will continue to be, one of the most powerful trends in the media and marketing services industries,” said Sam Katz, Managing Partner of TZP Group LLC. “avVenta’s combination of outstanding delivery, extraordinary quality, a compelling value proposition for its clients, excellent management, deep understanding of the digital space and world-class product offerings make the firm an ideal investment for TZP. Jay has built avVenta into a market leader that is ideally positioned to benefit from the phenomenal growth of digital advertising, rich media and digital production. The TZP team is excited to partner with avVenta to assist the company in achieving its long-term growth objectives.”

In connection with the TZP investment, Katz will become Chairman of, and Dan Galpern, Senior Principal, will become a member of, avVenta's Board of Directors.

Linda Gridley and Stan Sandberg of Gridley & Company served as avVenta's financial advisors in the transaction.

About avVenta Worldwide

avVenta Worldwide is a privately held company that specializes in digital production and Interactive Services, two distinct domains that support digital/interactive marketing strategies. The company provides its services through its digital production and rich media services arms, avVenta Worldwide and Studio V. The company has strategic partnerships with a number of technology and services firms including IBM, Microsoft, Prodigious Worldwide, Adobe, Pointroll, Web Trends and many others. Founded in 2005, avVenta employs more than 500 employees in offices in two countries. Headquartered in Charleston, South Carolina the company has international offices in San Jose, Costa Rica. avVenta, along with its related companies, has won a number of awards for its outstanding work with clients, including three from Microsoft: Partner of the Year, Solution Company of the Year, and eCommerce Solution Provider of the Year. For more information, please visit www.avventa.com.

About TZP Group LLC

Founded in 2007, TZP Group LLC is a private equity firm focused on control investments in business and consumer services companies with enterprise values generally ranging from \$50 million to \$250 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 leverages its Investment Professionals' operating and transaction experience to provide strategic and operational guidance, which leads to long-term value creation. TZP is focused on business and consumer services verticals where the firm's Investment Professionals have significant operating and transaction experience. These include: travel content and distribution, real estate services, consumer and commercial finance, direct and loyalty marketing, vehicle and equipment services, consumer healthcare, and media content and distribution. For more information, please visit www.tzpgroup.com.

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