



CORPORATE FINANCE

Deal Announcement

ADVISORY

KPMG Corporate Finance advised AMS Global Inc. on its sale to NextWave Media Group, LLC, a portfolio company of Shamrock Holdings.



AMS Global, Inc.

KPMG Corporate Finance

acted as financial adviser to
AMS Global, Inc. on its sale to
NextWave Media Group, LLC



January 2007

"Utilizing its expertise and deep relationships in the Online Marketing Services sector, KPMG Corporate Finance advised me on various strategic alternatives and provided valuable insight into the complexities and potential tradeoffs inherent in the proposed sale. The process led by KPMG Corporate Finance was strategic, very professional, and extremely thorough. As such, they were able to successfully position our company to potential buyers which yielded multiple offers. The purchase by NextWave will allow AMS Global to continue its strong growth in a more established platform."

Jeffrey Morgan, President
AMS Global, Inc.

The Company

AMS Global, Inc. ("AMS" or the "Company") is a leading online interactive advertising agency that provides a full range of agency services including creative services, campaign development, media buying, campaign analysis, and performance assessment. Based on the advertisers' objectives, the Company identifies suitable media placements, negotiates rates for the media purchase, and purchases the media. AMS purchases media on a cost-per-impression ("CPM"), cost-per-action ("CPA"), cost-per-click ("CPC"), or on a revenue sharing basis. The Company has relationships with direct advertisers including ProFlowers and has a distribution network that includes over 150 permission-based databases. AMS is headquartered in Los Angeles, California.

The Situation

The shareholder of AMS Global, Inc. retained KPMG Corporate Finance as its exclusive adviser for the potential sale of the Company. The shareholder recognized the changing dynamics in the online media industry and sought a larger partner that had additional resources, complementary service offerings, and a more established infrastructure. The shareholder desired to remain with the business after the transaction and preferred a transaction that would reward him for the continued value creation.

The Transaction

KPMG Corporate Finance conducted a competitive sale process to identify strategic and financial acquirers that would meet the shareholder objectives—valuation, fit, and future growth potential. KPMG Corporate Finance developed significant buyer interest, coordinated management meetings, and negotiated a transaction with NextWave Media Group, LLC ("NextWave"), an online lead generation network and a portfolio company of Shamrock Holdings. NextWave is headquartered in Chicago, Illinois.

KPMG Corporate Finance: Objectivity. Insight. Experience.

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We welcome the opportunity to meet with you, learn more about your company's objectives, and discuss our people and capabilities.

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