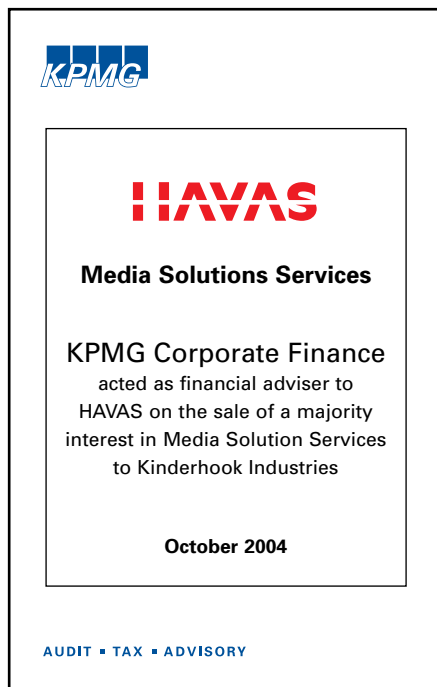


Deal Announcement

KPMG Corporate Finance advised Havas, a global advertising and communications group, on the sale of a majority interest in its Media Solution Services business to Kinderhook Industries.



The Company

Based in New York, Media Syndication Global, Inc., doing business as Media Solution Services (MSS), is a preeminent marketer of proprietary merchandise and a leading provider of insert print media to more than 50 direct response advertisers. As an integrated product marketing and media services company, MSS offers direct advertiser clients a range of marketing services, including the production of insert creative and print, direct marketing of proprietary merchandise, and the provision of general merchandise products to national mail order catalogs, retailers, and shopping channels.

The Situation

In 2003, Havas, a global advertising and communications group, completed a strategic review of its global organization and concluded that a number of businesses, including MSS, were non-core. KPMG Corporate Finance was engaged by Havas globally to advise on the disposal of certain non-core assets.

The Transaction

KPMG Corporate Finance leveraged its extensive international presence to construct a deal team comprising professionals from Europe and the United States to effectively address cross-border aspects of the transaction. We relied on our industry knowledge to efficiently identify parties interested in acquiring MSS. After a competitive process, a successful buyout of MSS was negotiated with Kinderhook Industries, a New York-based private equity firm. KPMG Corporate Finance advised Havas on all aspects of the transaction, with a particular emphasis on maintaining value and assisting in bringing the transaction to a successful conclusion.

KPMG Corporate Finance: Objectivity. Insight. Experience.

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KPMG Corporate Finance LLC provides a full suite of investment banking and strategic advisory services to its domestic and international clients. Our professionals have the experience and depth of knowledge in global M&A to advise clients on mergers and acquisitions, sales and divestitures, buyouts, financings, restructurings, fairness opinions, and other strategic initiatives. In addition, we remain independent of financing sources, helping to ensure that our efforts are objective and aligned with the goals of KPMG's firms' clients. Operating in 51 countries, KPMG's Corporate Finance practice comprises more than 1,500 professionals, who are able to meet the needs of KPMG's firms' clients across the globe. In 2004, KPMG's Corporate Finance practice was ranked the number one financial adviser for completing the highest number of transactions globally (361 deals totaling US\$18.9 billion) according to Thomson Financial's global M&A league tables.

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

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