



CORPORATE FINANCE

Deal Announcement

ADVISORY

KPMG Corporate Finance advised OBMedia, LLC on its sale to Photon Group.



OBMedia, LLC

KPMG Corporate Finance

acted as financial adviser to
OBMedia, LLC on its sale to
Photon Group



January 2007

"KPMG Corporate Finance's knowledge of the online marketing services industry was critical for us to find the right buyer and future partner. Their experience in the middle market and with cross-border transactions enabled them to provide expert guidance at every stage of the process. Furthermore, their ability to drive the transaction process and tirelessly work with an Australian counterparty was critical to meeting our deadlines for deal signing and completion."

Raja Gupta, CEO
OBMedia, LLC

The Company

OBMedia, LLC ("OBMedia" or the "Company") (doing business as Online Business Media) is a performance-based Internet marketing group. OBMedia provides traffic for search engines and other online advertisers, and also offers affiliate marketing services and banner advertising. Founded in Houston, Texas in 2001, OBMedia has become one of the leading providers of qualified Internet traffic for online advertisers.

The Situation

OBMedia had successfully developed a number of new online advertising technologies that dramatically expanded the Company's growth prospects and profitability. The shareholders were seeking a partner with greater resources to capitalize on these technologies and to generate liquidity through a sale of ownership. OBMedia retained KPMG Corporate Finance as its exclusive adviser to sell the Company.

The Transaction

KPMG Corporate Finance conducted a competitive process to identify the optimal counterparty that would help enable the owners to achieve their objectives and position the Company for future growth. KPMG Corporate Finance developed significant interest through a controlled auction, coordinated management meetings and due diligence, and assisted the owners in successfully negotiating the sale of a 51 percent stake in the business to Photon Group (ASX:PGA), an Australian marketing services company. Photon Group has acquired approximately 30 marketing services companies in Australia and New Zealand and this transaction represented the first major acquisition for Photon in the United States. Photon acquired its 51 percent of the interest in OBMedia for US\$7.6 million at closing, and will receive additional payments after year one and year three based on the Company's performance.

KPMG Corporate Finance: Objectivity. Insight. Experience.

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Trust KPMG Corporate Finance with Your Next Transaction

KPMG Corporate Finance provides a full suite of investment banking and advisory services to its domestic and international clients. Our professionals have the experience and depth of knowledge in global M&A and project finance to advise clients on mergers and acquisitions, sales and divestitures, buy-outs, financings, restructurings, fairness opinions, infrastructure project finance, and other advisory 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 1,800 professionals who are able to meet the needs of KPMG's firms' clients across the globe. In 2006, KPMG's Corporate Finance practice was ranked the number one financial adviser for completing the highest number of transactions globally (434 deals totaling US\$48.9 billion), according to Thomson Financial's global M&A league tables, and it was named global financial adviser of the year by *Infrastructure Journal*.

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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