



CORPORATE FINANCE

# Deal Announcement

ADVISORY

KPMG Corporate Finance advised Vayan Marketing Group, LLC on a recapitalization led by Triton Pacific Capital Partners, LLC



**Vayan Marketing Group, LLC**

KPMG Corporate Finance

acted as financial adviser to  
Vayan Marketing Group, LLC on a  
recapitalization led by Triton Pacific  
Capital Partners, LLC



**Triton Pacific**  
Capital Partners, LLC

August 2007

*"We had a lot of options, but were very impressed with the KPMG Corporate Finance team and they were strongly recommended to us by another business owner. They were absolutely the right team. KPMG knows the media sector and guided us through every step of a very successful process. There was great attention from the senior professionals from beginning to end and I do not believe that we would have gotten it done without KPMG. We would highly recommend them to others."*

**Laura Kall, CEO**  
Vayan Marketing Group, LLC

### The Company

Vayan Marketing Group, LLC (Vayan or the Company) is a fast growing provider of online marketing services focused on lead generation, e-mail marketing, and list management services. The Company is active across multiple online channels, as well as providing consulting, list rental, list management, and data enhancement services for traditional channels such as direct mail and telemarketing. The Company's customer base is varied and includes small businesses as well as a number of large corporates.

### The Situation

Vayan has been experiencing solid growth but wanted to identify a partner that could help to accelerate its growth and best position the business for long-term success. KPMG Corporate Finance was retained as Vayan's exclusive adviser to assist in this process. The shareholders wanted a partner that would provide liquidity to the shareholders, but also one that offered an excellent track record of success, solid operating experience, a strong network of relationships, and a shared vision of the potential for the business.

### The Transaction

KPMG Corporate Finance conducted a competitive, controlled-auction process that generated a number of interested counterparties that could meet the objectives of the shareholders. KPMG Corporate Finance coordinated management meetings and due diligence, and assisted the owners in successfully negotiating a recapitalization of the Company led by Triton Pacific Capital Partners, LLC (Triton), a California-based private equity firm. Vayan represents Triton's platform investment in the online services sector.

*KPMG Corporate Finance: Objectivity. Insight. Experience.*

## Contact Us

### **Baltimore**

#### **Peter Wilson**

Managing Director  
410-949-8512  
pwilson@kpmg.com

### **Chicago**

#### **Ted Moody**

Director  
312-665-2640  
tmoody@kpmg.com

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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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