



**MEDIA PROPERTIES HOLDINGS**  
I N C O R P O R A T E D

**REVSHARE-OWNER MEDIA PROPERTIES HOLDINGS (MPH) ENGAGES RBC CAPITAL MARKETS  
TO ASSIST WITH ACQUISITION STRATEGY**

**MPH Investors The Carlyle Group and HIG Growth Partners Committed to Building a  
Best-In-Class Direct Response Advertising Holding Company Through Targeted Acquisitions**

NEW YORK, NY, July 21, 2011 – Media Properties Holdings, owner of REVShare and Lead Generation Technologies, announced today that it will work with RBC Capital Markets to expand its U.S. client base through the acquisition of mid-size companies in the lead generation and Direct Response industries.

"We are looking to leverage our leadership position in the CPA TV and lead generation ad business," said Brendan Condon, CEO of Media Properties Holdings. "Through stand alone acquisitions, Media Properties Holdings will be poised to offer its services to an expanded client base and also provide our existing customers with an even higher level of service."

The acquisition strategy will target established North American-based Direct Response companies in the \$20-75 million dollar target range, but MPH is not constrained to seek broader and larger combinations. Ideally, newly acquired companies will be overseen by Media Properties Holdings, be separate but equal and would retain their brand strength, independence and existing employees and management team.

"When Brendan became CEO of MPH last year, we knew his 25-year M&A and operating experience at Time Warner would be invaluable," said Steve Hubbard, of RBC Capital Markets. "He is the perfect person to be leading the charge to build MPH into a best-in-class business in the DR industry."

Steve Hubbard, a 12-year vet of RBC Capital Markets, is leading the acquisition efforts and has extensive experience in the technology, media and communications sectors. Both Steve and RBC have assisted MPH with investment banking transactions several times since 2007.

"I am thrilled to again be working with a strong, growth-oriented company such as Media Properties Holdings," states Hubbard. "I believe business combinations that pair REVShare's robust infrastructure with the relationships and expertise of other mid-size companies will create a strong, leadership position in the DR industry."

"Growth will allow us to expand our business to better utilize our proprietary technology, CPA Metrics™ and continue to develop new platforms and technologies," continued Condon. "Additionally, we will be able to share best practices with our acquired companies to better position us going forward. Both myself, and Tom Moyes, our CFO, have had extensive M&A experience both on the buy side and sell side, and look forward to working with RBC. "

**About Media Properties Holdings:**

Media Properties Holdings (MPH) manages, owns or has financial interests in an array of media companies that provide media buying, creative, lead generation and CPA TV advertising. Our companies are leaders in their sectors and are run by seasoned experts in their industry. MPH's branded companies provide advertising solutions across a variety of industries including legal, health care, fitness, financial services and automotive. We provide full-service advertising solutions as well as a suite of independent offerings through each MPH-owned company. For more information, visit [www.mph.tv](http://www.mph.tv). MPH remains backed by The Carlyle Group and HIG Growth Partners

**About RBC Capital Markets:**

RBC Capital Markets is the corporate and investment banking arm of RBC and is consistently ranked among the top global investment banks. With over 6,300 employees, RBC Capital Markets is active globally in fixed income, foreign exchange, infrastructure finance, ECM, metals & mining and oil & gas. Working with clients through operations in Asia, Australia, the UK, Europe, and in every major North American city, RBC provides capital markets products and services from 75 offices in 15 countries. RBC Capital Markets has major hubs in New York, Toronto, London, Sydney, Hong Kong, and Tokyo. For more information, please visit [www.rbccm.com](http://www.rbccm.com)

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