

PNC RIVERARCH CAPITAL ACQUIRES WOMEN'S MARKETING, INC.

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PNC Riverarch Capital announced the acquisition of a controlling interest in Women's Marketing, Inc. (WMI), a leading media strategy, planning and buying organization that works with emerging and established brands seeking exposure to female consumers and key retailers.

Founded in 1982, WMI serves over 250 customers in a wide range of end markets, including health, beauty, fashion, footwear and accessories, cosmetics and food and beverage. The company's strategic planning and media buying services span the spectrum of media channels, including print magazines, digital, mobile, social media, out of home and broadcast. The company is headquartered in Westport, Connecticut, with an additional office in New York, N.Y.

"Bringing a history of thought leadership and industry-focused expertise to its customer base, WMI has established a strong reputation and is well-positioned for continued growth," said Michael Hand, managing director of PNC Riverarch Capital. "We were particularly attracted to the company's strong management team, unique customer value proposition and scale to competitively serve emerging and established brands across media channels."

The transaction for PNC Riverarch Capital was led by Hand; Robert Dolan, director; and Patrick Sturm, associate. PNC Riverarch Capital will be represented on the Board of Directors by Hand and Dolan. BB&T Capital Partners and WMI management have co-invested alongside PNC Riverarch Capital.

"WMI's growth-oriented investment partnership with PNC Riverarch will allow us to develop innovative, cross-channel media placement opportunities that offer real value to our customers," said Bonnie Kintzer, chief executive officer of WMI.

Senior financing for the transaction was provided by NXT Capital. The Jordan, Edmiston Group, Inc. (www.jegi.com) of New York, N.Y., an independent investment bank serving the media, information, marketing and technology sectors, represented WMI in this transaction and acted as its exclusive financial advisor.

PNC Riverarch Capital is a middle-market private equity firm which invests in privately held companies headquartered in North America. The firm seeks well-positioned companies where it can invest \$10 million to \$50 million of capital in support of leveraged and management buyouts, recapitalizations, corporate divestitures and growth financings. PNC Riverarch Capital invests across a variety of industry sectors, including outsourced services, specialized manufacturing and value-added distribution.

PNC Riverarch Capital is a division of PNC Capital Finance LLC, a wholly owned indirect subsidiary of The PNC Financial Services Group, Inc. (NYSE: PNC). Since 1982, PNC has invested over \$1.0 billion of equity capital in more than 100 companies.

PNC (www.pnc.com) is one of the United States' largest diversified financial services organizations providing retail and business banking; residential mortgage banking; specialized services for corporations and government entities, including corporate banking, real estate finance and asset-based lending; wealth management and asset management.