

WOMEN'S MARKETING, INC. COMPLETES ACQUISITION OF FLYING POINT DIGITAL

May 1, 2015

PNC Riverarch Capital announces that its portfolio company, Women's Marketing, Inc. ("WMI"), has completed the acquisition of Flying Point Media, Inc., a performance-based digital marketing agency specializing in retail and e-commerce. Together, Women's Marketing and Flying Point will offer clients an expanded roster of strategic e-commerce, digital marketing, and media strategy and buying services.

"Flying Point is a highly strategic investment that further solidifies WMI's digital media offering," said Mike Hand, managing director at PNC Riverarch. "Supporting WMI and our other portfolio companies through both strategic acquisitions and organic investment initiatives continues to be core to our investment approach."

Women's Marketing, Inc. is the leading media strategy and activation agency for brands targeting women with a strong history of providing emerging and ambitious established brands with the insights, media access and strategy to compete against the world's biggest marketers. With offices in Westport, Conn., New York City and California, Women's Marketing has become the authority on how media inspires and moves women along the path-to-purchase. The company's use of multiple platforms allows marketers to create an immersive consumer experience, with end-to-end optimization, tracking and analytics to ensure that advertising campaigns deliver results. The Women's Marketing investment for PNC Riverarch Capital is led by Michael Hand, managing director; Robert Dolan, director; and Patrick Sturm, associate. Hand and Dolan represent PNC Riverarch Capital on the WMI board of directors.

East Wind Advisors served as the financial advisor to Women's Marketing, Inc. Flying Point was represented by Palazzo Investment Bankers.

PNC Riverarch Capital is a middle-market private equity group that invests in privately-held companies headquartered throughout North America. It seeks to invest \$10 million to \$50 million per transaction in support of recapitalizations, leveraged and management buyouts, corporate divestitures, and growth financings. PNC Riverarch invests in well-positioned companies across a variety of industry sectors, including outsourced services, specialized manufacturing and value-added distribution. Since 1982, PNC Riverarch and its predecessors have provided equity capital to more than 100 companies. 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).

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.