



Engauge Acquires Digital Development Firm *Marketing Agency Adds Valuable Online Applications*

COLUMBUS (January 16, 2008) – Marketing agency Engauge, a portfolio company of Halyard Capital, announced today that it has acquired StreamRight, a digital technology development firm that creates web applications that help marketers succeed in today’s digital world.

StreamRight’s online marketing platform includes an online video management and distribution platform, a digital coupon distribution system, a music/video distribution platform with digital rights management, and online ad serving and analytics.

This acquisition strengthens Engauge’s digital solutions capabilities, allowing it to provide consumers with video content, engage them with incentives, and measure their ongoing participation. Engauge had already worked with StreamRight to create successful programs for such clients as Airborne, WhiteWave Foods Company, and ZonePerfect.

“We want to actively engage consumers when they’re online and build ongoing relationships with them,” said Rick Milenthal, CEO of Engauge. “Acquiring StreamRight is a major step toward making this happen.”

StreamRight is based in Columbus and was previously backed by venture capital firm Rockaway Partners. Engauge has offices in Austin, Columbus, Orlando, and Pittsburgh and was created in August through a partnership between Halyard Capital and marketing industry executive Stan Rapp, in conjunction with the acquisitions of marketing agency TenUnited and data analytics firm Direct Impact.

About Engauge

Engauge is a next-generation marketing solutions agency formed to unite the power of digital, traditional, and direct marketing. Its messages match the various behavioral modes that people are in when they engage with media. Each member of Engauge retains its core specialty, utilizes the expertise of other members to broaden its offering, and adopts a brand/response/data approach to advertising across all channels. Engauge works with such clients as Airborne, Best Buy, International Delight, Land O’Lakes, Logitech, MasterFoods USA, OfficeMax, Perkins Restaurants, Pert Plus, Sears Optical, Sony, Sure, TiVo, and WellPoint.

About Halyard Capital

Halyard Capital is a New-York-based private equity fund with more than \$500 million of capital under management focused on investing in media, communications, and business services companies. It specializes in middle-market leveraged buyouts and growth equity by working closely with exceptional management teams in companies with defensible market positions and franchise characteristics. Halyard’s focus is on strong cash flows and opportunities in attractive growth markets. Geographically, it focuses on opportunities in the United States, Canada, and Europe.