

## **Rosetta Acquires Interactive Agency Brulant Acquisition Creates One of Largest Interactive Agencies in U.S.**

Princeton, New Jersey – 07/30/08

Rosetta announced today that it has acquired Brulant, an interactive marketing agency based in Cleveland, working with top brands in the Retail & Consumer Goods, Financial Services and Hospitality industries. Brulant's clients include Borders, Coach, Nationwide, Citizens Bank, National City Bank, Marriott and Scholastic, among others. Rosetta serves leading brands within the Healthcare, Financial Services and Consumer Technology verticals that include Johnson & Johnson, Bristol Myers Squibb, Allergan, Shire, HSBC and Microsoft.

"By combining the strengths of Rosetta and Brulant, we are creating an interactive agency juggernaut focused on translating personalized consumer connections into business results," said Chris Kuenne, Rosetta's Founder, Chairman and CEO. "The interactive marketing landscape is rapidly shifting from mass to personalized targeting and from fuzzy equity measures to precisely measured, managed and optimized customer relationship economics. With the acquisition of Brulant, Rosetta is now uniquely positioned to help our clients build profitable market share within the complex world of interactive marketing."

"Brulant was looking for a way to broaden and deepen our capabilities to keep up with our clients' increased demand for our interactive marketing services and for more breadth and depth in our capabilities," notes Len Pagon, Brulant's Founder and CEO. "We are extremely excited about the opportunities created by combining our technology-infused interactive marketing solutions with Rosetta's patented Personality® based segmentation and its application to personalized marketing. We eagerly anticipate bringing our expanded offering to the marketplace."

Rosetta and Brulant will consolidate under the Rosetta brand after a short transition period. Pagon, Brulant's Founder and CEO, will remain as Vice Chairman of Growth Initiatives for Rosetta. The acquisition will add offices in Cleveland, OH, Chicago, IL and Boston, MA to Rosetta's current locations in Princeton, NJ, New York, NY and Denver, CO.

New York-based media mergers & acquisition firm AdMedia Partners acted as financial advisor to Brulant in the transaction. Brown Brothers Harriman led both the M&A advisory and bank debt syndicate, and Winterberry played an advisory role in Rosetta's overall acquisition strategy.

### **About Rosetta**

Founded in 1998, Rosetta is one of the leading interactive agencies focused on translating personalized customer connections into client business results. We bring deep industry expertise to our client work within the Retail & Consumer Products, Healthcare, Financial Services, Media & Technology and B2B verticals.

We partner with our clients to DISCOVER the underlying drivers of consumers' product usage, brand choice and profitability through Personality® based segmentation, TRANSLATE these insights into personally relevant programs that attract, deepen and retain more profitable customer relationships, and ACHIEVE measurable impact, sustainable competitive advantage and faster business growth.

Our client service model is based on forging a deep partnership between our integrated team of strategy, technology and creative experts and our clients' organizations to ensure accelerated and sustained business impact. Some of our enduring client partnerships within retail include Scholastic, Coach, Borders and Tractor Supply Company; within healthcare include Johnson & Johnson, Bristol Myers Squibb, Allergan & Shire; within financial services include HSBC, Nationwide, Citizens Bank, and National City Bank; and within Media & Technology include Microsoft and T-Mobile.

For more information, please visit [www.rosetta.com](http://www.rosetta.com) and [www.brulant.com](http://www.brulant.com)