

Rosetta Receives Growth Investment and a \$250 Million Capital Line to Strengthen and Expand Its Service Offering

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Rosetta, a pioneer in the field of Personalized Marketing, announced today that it plans to accelerate its rapid growth by closing a significant investment from Lindsay Goldberg, a leading global private equity firm. Rosetta's existing management team will retain responsibility for the operational and strategic management of the firm, while continuing to hold a substantial ownership stake in the business. Brown Brothers Harriman and the Winterberry Group advised Rosetta on the transaction.

Rosetta combines its proprietary insights on the drivers of brand choice and category usage with its award winning digital and professional sales execution to achieve breakaway business results for the world's leading brands, ranging from Johnson & Johnson, Genentech and AstraZeneca to Microsoft, Sprint and HSBC. The investment by Lindsay Goldberg will provide a \$250 million capital line for acquisitions, allowing Rosetta to strengthen its current capabilities and to hire and acquire additional capabilities that will enhance Rosetta's position as the preeminent firm in delivering measurably superior Personalized Marketing.

Rosetta is a privately-held company that has achieved a compound annual growth in excess of 40%, since its inception, 9 years ago. Headquartered outside Princeton, N.J. with offices in New York and Denver, Rosetta will achieve nearly \$50 million in revenues in 2007. Rosetta has been recognized by numerous industry organizations and awards, including the Gold Award for DTC National Advertising and Best Relationship Marketing.

"We are very pleased to have Lindsay Goldberg invest in the future growth of our business," said Christopher B. Kuenne, President and CEO of Rosetta. "This partnership will enable us to strengthen our existing capabilities, while expanding database services, media planning and strategy, and online and offline agency execution." Kurt Holstein, Chief Operating Officer added, "Lindsay Goldberg will allow us to scale our business faster so that we can deliver greater client business impact."

"We're delighted to partner with Rosetta and their world-class management team," said Michael W. Dees, Principal of Lindsay Goldberg. "In studying the marketing services sector, we found Rosetta to hold a unique position in its ability to integrate insights, strategy and execution of Personalized Marketing for Fortune 500 companies. We intend to continue investing in Rosetta over the long term to help the management team build the firm into the dominant force in Personalized Marketing."

About Rosetta

Founded in 1998, Rosetta helps clients translate deep consumer insights into Personalized Marketing programs on the web, in call centers, direct mail, and face-to-face selling, in order to drive significant improvements in clients' ROI. Managed by a team of seasoned professionals from leading brand marketing, consulting, and advertising agency backgrounds, Rosetta has developed a proprietary approach to building and applying segmentation to all elements of marketing execution within the direct channels. In 2005, Rosetta acquired SimStar, a leading provider of interactive relationship marketing solutions. This union of expertise has enabled clients to quickly implement the interactive marketing programs, analytics, and campaign decision rules necessary to establish and optimize profitable customer relationships. The company serves global leaders in numerous industries including healthcare, financial services, and digital media, consumer technology and telecommunications.

For more information about Rosetta's Personality Marketing solution, please visit <http://www.rosettamarketing.com>

About Lindsay Goldberg

Lindsay Goldberg is a New York-based investment partnership that manages \$5.1 billion of equity capital and is focused on acquiring well-managed businesses and actively helping to build long-term value. LGB is a trusted and experienced partner with a successful track record of investing across a wide range of industries and helping companies fully meet their long-term potential. For more information about Lindsay Goldberg, please visit www.LindsayGoldbergLLC.com