



## **SolutionSet MediaWhiz Partnership and D.L. Ryan Companies Merge to Form the Largest Independent Marketing Services Network in North America**

January 10, 2012. Chicago. SolutionSet MediaWhiz Partnership, the second largest independent marketing services agency in North America, and D.L. Ryan Companies, the nation's largest independent digital, shopper and promotional marketing agency, today announced their merger to form Hyper Marketing Incorporated (HMI), effective immediately. This new group represents the largest independent marketing services network in North America, with over \$400 million in annual revenues and 1200 employees in 19 cities nationwide. Bringing together a full-service suite of integrated performance marketing solutions, HMI delivers programs that change consumer behavior and drive profitable transactions.

A team comprised of senior leaders from each company, overseen by Zain Raj as CEO, will lead HMI. D.L. Ryan Companies' Paul Kramer will serve as President and the Partnership's Tom Lanzetta and Michael Miller become COO and CMO, respectively. David Ryan and Jeff Haggin will serve as Vice Chairmen of the combined company. The leadership team will partner closely with all HMI network agencies to oversee growth and the delivery of services – digital, direct, data, shopper, promotion, local, Hispanic, and media – and to help clients capitalize on the agency network's full range of capabilities.

"Our combined network will enable marketers to build brand relationships and maximize their marketing investment across the consumer's path to purchase," said Raj, who most recently was President and CEO of the SolutionSet MediaWhiz Partnership. "CMOs are under mounting pressure to keep pace with marketing innovation and emerging technologies, while being charged to deliver greater ROI with fewer resources than ever before. They are sitting on a mountain of untapped data that we can channel into insight to create behavior-driven marketing that is creative, cost-effective, measurable, and on the cutting edge. HMI provides them with an opportunity to activate their brands from consumers to the trade."

HMI's offerings will be integrated to provide clients, including adidas, AT&T, American Express, AMD, Cisco, Dell, eBay, Energizer, GlaxoSmithKline, Kellogg's, Office Depot, The Home Depot, and Unilever, with the full spectrum of transaction and behavioral marketing services.

"This merger allows us to better serve our clients' business challenges and expand our capabilities to become the leading marketing services provider that can engage a consumer from awareness to loyalty," said Ryan, who was Chairman and CEO of D.L. Ryan Companies. "We are establishing a multi-disciplinary network of nimble problem solvers and entrepreneurs that brings together a shared commitment to leading and a shared passion for outstanding results."

HMI is a portfolio company of Lake Capital, a private equity firm based in Chicago.

For more information or business inquiries, visit: [hypermarketinginc.com](http://hypermarketinginc.com).

About the SolutionSet MediaWhiz Partnership

The SolutionSet MediaWhiz Partnership is a leading integrated performance marketing agency network that works with marketers to deliver measurable, tangible and accountable business results. It provides today's leading businesses with a comprehensive offering built around relationship marketing, digital solutions, local marketing (Getmembers.com), data management and media services. The SolutionSet MediaWhiz Partnership works with leading brands, including adidas, AT&T, American Express, AMD, CCA Global, Cisco, Dell, eBay, National Consumer Panel, Nielsen and Office Depot.

## About D.L. Ryan Companies LLC

Founded in 1984, D.L. Ryan Companies, LLC is a premier independent full-service multichannel marketing services company comprised of diverse, uniquely positioned operating units that offer promotional, direct, interactive, retailer, shopper, Hispanic and experiential marketing services. The Company's differentiated, high-quality transactional marketing services platform is based on an innovative, integrated multi-channel model. The company's portfolio of agencies has earned a significant leadership position in Digital, Shopper and Consumer marketing having won over 250 awards in the past 10 years on behalf of clients such as Unilever, Kellogg's, Energizer and GlaxoSmithKline.

###