

Intermix Media

Intermix sold to News Corp.

October 2005



has been acquired by



\$673,000,000

- Intermix Media is a publicly-traded online media and eCommerce company. The Company was experiencing dramatic growth and is among the top online networks as measured by unique users and page views.
- Consistently called on the Company for several years:
 - Including the period when the Company was delisted from NASDAQ.
- Responsible for introducing Intermix and News Corp.:
 - Demonstrates strength of relationships and industry knowledge as News Corp. was not considered a “logical buyer” prior to this transaction.
- Retained due to superior transaction execution experience, domain expertise and strong industry relationships.
- In three weeks, managed a process which started with management presentations to the signing of a definitive merger agreement.
- Efforts resulted in a beneficial result to shareholders:
 - Transaction value represents 7.3x LTM revenues; and
 - \$12 share price represented approximately 55% premium to the normalized one-month average stock price.

A “win-win” situation:

- Initiated and structured a process which maximized shareholder value for Intermix and allowed News Corp. to establish a significant online presence.
- Earned Intermix’s mandate through discretion, industry knowledge and speed.