

## *eCrush, Inc. sold to Hearst Corporation*



- eCrush is a leading social networking and entertainment community for teens and young adults with an innovative lead generation advertising model.
- eCrush was experiencing significant growth while maintaining strong profitability.
- Expediently quickly prepared marketing materials and went out to a select number of potential strategic and financial acquirers.
- Identified the most valuable strategic partner back to the table at a higher valuation after an initial pass. Under a significant time constraint, the deal was brought to a close in less than 3 weeks.

### A “win-win” situation:

- Ability to negotiate with high-level decision makers and bring Hearst back to the table resulted in a transaction with the best strategic partner for eCrush at the highest valuation.
- Through Hearst, eCrush will be able to expand their business immensely while providing Hearst with a significant internet platform to promote several related properties.