



PRESS RELEASE

Green Leads Acquires Target 250 from DN Capital

SCOTTSDALE, AZ (Marketwire – May 13, 2011) – Today Green Leads announced the acquisition of Target 250, a DN Capital portfolio company, to form the fastest-growing pay-for-performance demand generation company in the industry. The companies are combining to provide global enterprise software and technology companies with deeply integrated quality pipeline generation programs in both North America and Europe.

"We've focused on developing robust, repeatable processes which we think are best practices in the industry. We've doubled in size three years in a row and Green Leads has been able to break the mold on integrating with our customers' go-to-market and pipeline generation initiatives to deliver material top line results," said Green Leads CEO, Michael Dampousse. "Our clients are demanding that we expand our delivery to the EMEA region, which triggered the acquisition of Target 250.

"Target 250 has both the core expertise and an exceptional client roster to create an immediate value for our joint customers as well as new prospects looking for an integrated extension to their sales and marketing channels," Dampousse said.

Green Leads and London based Target 250 focus exclusively on software and technology companies that sell strategic b2b enterprise products and services in North America and Europe. Green Leads now will be able to provide its sales and marketing clients with a single source of investment for appointment setting, lead nurturing, market research and other demand gen best practices.

"Green Leads is an important extension to the Coverity marketing and sales channel and consistently delivers high-value meetings with the targets of our major pipeline and strategic campaigns," said Dave Peterson, CMO of Coverity, a mutual client of both Green Leads and Target 250. "When we sourced our lead generation partner in Europe we selected Target 250 because they were very similar to Green Leads in the way they integrated with our sales and marketing campaigns. We are excited to see how this acquisition allows us to combine our best practices for sales targeting and marketing across the U.S and Europe."

Aquaa Partners was the financial adviser to DN Capital in this transaction.

About DN Capital

DN Capital is a leading global investor in digital media and software companies at both the early and growth stage with offices in London and Palo Alto. DN Capital's objective is to identify, invest in and actively support digital media and software companies with the potential to be global leaders. Portfolio companies include Shazam Entertainment, Endeca Technologies, Datanomic, Mister Spex, OLX, Digital Chocolate, Tbricks and windeln.de. The professionals at DN Capital bring over 50 years of private equity experience to their investments, and actively work with portfolio companies to steward their growth through the various stages of development. Additional information about the firm and its portfolio companies can be found on its website, www.dncapital.com.

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About Green Leads

Andover, MA based Green Leads delivers pay-for-performance demand generation services that drive greater revenue for enterprise-level b2b software and technology companies in North America and Europe. Clients receive the highest level of introductory or qualified b2b appointment setting, lead nurturing, market surveys and list builds. All programs are pay-for-performance and backed by guaranteed service-level agreements.

www.greenleads.com

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