

Stripes Group Closes \$25 Million Minority Growth Investment in eMarketer

NEW YORK, NY (January 10, 2012)—eMarketer, a business information provider covering digital marketing, media and commerce, today announced that Stripes Group has completed a \$25 million minority investment in the company.

Stripes' equity stake was acquired by purchasing a portion of the equity held by early eMarketer investors, including the company's major shareholder, Beehive Ventures, LLC, and the company's founders. This recapitalization is designed to provide liquidity for long-time shareholders and support the rapid growth of eMarketer.

Ken Fox, Founder and Managing Partner at Stripes Group, said, "We have been following eMarketer for several years and have watched as management built the business into the leader in providing information and data on digital marketing and e-commerce.

"We got to know the eMarketer team after engaging with them through our thematic investment sourcing effort focused on research and data businesses," Fox added. "We enthusiastically pursued this partnership, and we are looking forward to a long, profitable relationship with eMarketer."

Geoff Ramsey, eMarketer Co-Founder and CEO, said, "We decided that this was the right time to bring in a partner to support our rapid growth and to distribute some of the value we've generated building the business.

"This recapitalization ideally positions us to execute our strategy over the coming years," Ramsey added. "During this process, we've gotten to know Ken and Stripes Group well and are confident that their thinking is in sync with ours. We are excited to have Stripes be part of the eMarketer team and believe they will help us meet our goals and strengthen our market leading position. "

About Stripes Group

Stripes Group, founded in 2003 and based in New York, is a private investment firm focused on growth stage minority and majority investments in rapidly growing and profitable Internet, software-as-a-service, technology-enabled services and consumer products companies. Stripes Group typically partners with founder-owned and -operated companies that have had no prior institutional investors.

<http://www.stripesgroup.com/>

About eMarketer

eMarketer publishes data, analysis and insights on digital marketing, media and commerce by gathering information from many sources, filtering it and putting it into perspective. For more than a decade, leading companies have trusted this approach and have relied on eMarketer to help them make better business decisions.

<http://www.emarketer.com>

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