

DATE	TARGET	ACQUIROR	ESTIMATES:		OFFERING:		DEAL NOTES:
			VALUE (\$MM'S)	REVENUE MULTIPLE	TECHNOLOGY PLATFORMS	SERVICES	
Jun-11			-	-		•	iCUC offers social media management, online content and community moderation services.
May-11			40.0	-		•	TweetDeck is a software platform that manages tweets.
May-11		 <small>essential customer genius</small>	60.0	3.0x		•	BzzAgent is a word-of-mouth marketing agency. dunnhumby is a subsidiary of Tesco Stores, Ltd.
May-11			50.0	3.3x		•	Context Optional provides social marketing software and services (social marketing strategy & discussion monitoring).
May-11			-	-		•	Conversion101 is a social media data collection company. e-Rewards is backed by TA Associates.
May-11			-	-		•	BuzzLabs offers social media monitoring and sentiment analysis.
Apr-11			25.0	-		•	Proximal Labs provides software that facilitates community engagement.
Apr-11			-	-		•	Overtone provides brand monitoring and engagement to various enterprises.
Mar-11			340.0	9.7x		•	Radian6 provides social media monitoring and analysis solutions.
Mar-11			6.0	-		•	JitterJam provides social CRM software.
Feb-11			25.0	-		•	North Social is a software platform that creates and manages Facebook apps. Deal included \$18MM earnout.
Jan-11			45.0	3.7x		•	KickApps provides a hosted platform for creating white label social networks.
Jan-11			-	-		•	Techlightenment creates social media marketing tools. Techlightenment's 2010 Revenue = \$8.1MM.
Dec-10			-	-		•	Powered is a social marketing consultancy. Dachis Group is backed by Austin Ventures.
Nov-10			-	-		•	Brandwatch is a social media monitoring system. Durrants is backed by Exponent Private Equity.
Nov-10			-	-		•	Stuzo creates social marketing applications and programs.
Sep-10			-	-		•	Evolve24 is a business analytics and research firm specializing in the measurement of perception, reputation and risk.
Sep-10			11.5	2.3x		•	Intrepid is a social media analysis and marketing research business. Deal included \$8MM earnout.
Aug-10			-	-		•	Transpond provides an app development platform for social media.
Jul-10			-	-		•	Sysomos provides social media monitoring and analytics tools. Marketwire is backed by OMERS Capital Partners.
May-10			20.0-25.0	10.0-12.5x		•	Scout Labs provides social media monitoring apps. Lithium is backed by Benchmark Capital and DAG Ventures.
Apr-10			-	-		•	Biz360 is a social media monitoring software company.
Feb-10			4.0	-		•	BuzzGain is a social media monitoring system.
Jul-09			5.1	-		•	Techrigy provides social media monitoring and analytics tools.
Sep-09			5.9	-		•	HiveLive is an enterprise-class social platform provider.
Nov-08			-	-		•	Ripple6 is an enterprise-class white label social media platform.
Apr-08			-	-		•	Umbria provides online buzz monitoring and marketing intelligence service.