

Illinois Venture Capital Association Transaction Case Study

Company Name:	Primis Marketing Group, Inc.
Location:	Chicago, IL
Website:	www.primismarketing.com
Employees:	240
Total Employees:	At first investment: 149 Today: 240
Illinois-based Employees:	At first investment: 5 Today: 7
Description of Business:	Manages Direct Marketing Work Flows on behalf of Clients: Data compiled, cleaned, merged & appended Develops descriptive models that allow companies to understand optimal message and promotion based on customer behavior Creates targeted prospect/retention lists for offers
Stage of Transaction (from taxonomy):	Growth
Revenue Growth Rate (optional):	50% since 2003
Date of Round(s):	2003
Total Capital Raised:	\$40 raised; \$20M deployed
Use of Proceeds (qualitative):	Primis has acquired 4 companies companies that allow it to offer a full range of direct marketing data services.
Lead Investor:	William Blair Capital Partners Fund VII
Other Information:	Primis leverages the local community to grow and manage it's business Bank: LaSalle Bank Investment Bank: William Blair & Company Audit: KPMG Law: Sachnoff & Weaver
Location and Contact Information for Lead Investor:	Dan DiCaro, COO/CFO ddicaro@primismarketing.com

Other Information:	
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