



## BREAKING NEWS

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### **Marlin & Associates Announces Addition of Former Dow Jones Executive to Investment Banking Team**

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Allsopp most recently was the president and CEO of Internet Publishing Group, a company he co-founded with four other online publishing executives in 1999. Under his leadership the company raised several rounds of venture capital and launched successful digital content services for professionals working in the commercial real estate and energy markets. He recently sold those businesses to strategic investors.

Allsopp will work with M&A clients in the e-publishing and content sectors.

"It is exciting to add someone like Craig to our team," said Ken Marlin, founder and managing partner of M&A. "He brings more than 20 years of broad-based electronic publishing experience as an entrepreneur, a CEO, a marketing strategist, corporate executive, online company founder and deal maker. He adds true domain expertise to our team. That will benefit our clients."

Prior to co-founding IPG, Allsopp was a senior executive at Dow Jones and Company where he held senior roles Dow Jones Markets (Telerate) and Dow Jones Newswires. Earlier in his career, Allsopp was one of the founding editors of Dow Jones News/Retrieval. He also spent several years as a political writer for United Press International after earning a master's degree in journalism from the Pennsylvania State University.

"I've seen online publishing evolve since 1982 - from little more than a lab experiment into the major social and economic force it is today," Allsopp said. "For me joining Ken and his team is a best way I know to continue playing a leadership role and help online business owners capitalize on the value they have built."

#### **About Marlin & Associates**

M&A, is a specialized investment banking advisory and consulting firm focused exclusively on providing transaction advice and strategic consulting to middle-market companies that provide electronically delivered content, software tools, databases or information technology. Recently, M&A advised Capital Access International in its recent sale to Reuters Group PLC (RTR.L); as well as advising Inlumen, Inc. in its recent sale to Pinnacor Corporation (Nasdaq: PCOR). Currently, M&A is advising Marathon Partners in regarding their interest in Hoover's Inc. (Nasdaq: HOOV) and its pending merger with D&B (DNB). Ken Marlin ("Marlin") has spent the past 20 years leading, and advising firms that provide digital information and technology. Before founding M&A, Marlin led the Business Information and Internet practice at media merchant bank Veronis Suhler Stevenson ("VSS"). At VSS, Marlin initiated and advised on several high profile assignments, including the \$470 million leveraged

buyout of Data Transmission Network by the VSS private equity fund. Before joining VSS, Marlin served as Executive Vice President of Bridge Information Systems. Marlin was president and CEO of Telesphere Corporation, which he founded with several partners, and sold to Bridge in 1997. Prior to Telesphere, he was president and CEO of Telekurs (North America), a firm specializing in software and market data for the securities industry. Marlin started his business career with Dun & Bradstreet where he spent ten years. As a Senior VP at Dun & Bradstreet, he played prominent roles in group and division management, finance, strategic planning, and mergers and acquisitions.

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