



DN Capital invests in Performance Horizon Group for next generation performance marketing technology

London, 8 December 2010 - [DN Capital](#), a leading international media and technology early stage and growth capital investor, has led a first round of investment in Performance Horizon Group (PHG), an online performance marketing technology provider.

Performance Horizon Group is founded by a team of experienced and successful entrepreneurs in the online performance marketing space. The team at PHG contains two of the founders of the buy.at affiliate network Malcolm Cowley and Paul Fellows which sold to AOL for \$125 million in 2008. Performance Horizon Group is developing a number of next generation performance marketing technologies in the fields of affiliate marketing, email marketing and lead generation. It is currently live with Leadsbox, a premium lead generation provider with a cutting edge leads bidding, tracking, scrubbing and management platform and Performance Mash, a provider of technology and reporting products serving the affiliate and partner marketing industries.

Tom Bradley at DN Capital, comments: "Online performance marketing is a very attractive and growing market. We believe that the market presents many opportunities to improve yield on marketing activity and is ripe for a new generation of technologies. We are very confident in the founding team's vision and execution capability in realising these opportunities."

Malcolm Cowley, CEO at PHG added "Technology has moved on and so have agency attitudes to managing the performance sector for their clients. PHG is perfectly positioned to play the role of a supportive technology partner who fulfills their need to have more accountability, transparency and control of performance partners across affiliate, email and lead generation. Legacy systems just aren't cutting it anymore and the market is ready for some innovation. It's great to have DN backing our vision."

Nenad Marovac, CEO of DN Capital commented "DN was introduced to this team by Bruce McLaren, the former Chairman of buy.at. We are delighted to be backing Malcolm, Paul and the team to execute the vision they shared with Bruce."

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About DN Capital

DN Capital is a media and technology growth capital and early stage investor with offices in London and Palo Alto. DN Capital's objective is to identify, invest in and actively support media and technology companies with the potential to be global leaders. Portfolio companies include Shazam Entertainment, Endeca Technologies, Datanomic, OLX, Digital Chocolate, Tbricks and Mister Spex.

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 web site, www.dncapital.com.

About Performance Horizon Group

PHG is an online marketing technology provider with offices in the UK and the US. PHG has developed a suite of performance marketing products and services based on leading-edge technologies to service all aspects of the digital performance marketing industry. The team behind PHG have many years of experience in lead generation, affiliate and other aspects of performance marketing gained across the full spectrum of merchant, agency and network management.