

Target 250 Secures Growth Capital Financing from DN Capital

Target 250, a leading global provider of performance based outbound sales solutions to technology and communications companies, today announced that it has secured growth capital investment from DN Capital.

Target250 was founded in 2001 and has been profitable every year since inception. DN Capital's equity investment is the first institutional capital investment in the Company. Target 250 offers a broad range of demand generation services and products utilized by over 800 technology firms of all sizes, from venture backed start-ups to global 500 enterprises. These services include appointment setting, account profiling, channel enablement, prospecting workshops, and data services.

Target 250 will use this strategic funding to broaden the Company's sales and marketing reach in its core markets within the United Kingdom and North America and expand into other international markets. The financing will also support the Company's rapid growth and extend its services and product lines to meet the evolving sales and marketing needs of its clients.

DN Capital recognizes the value Target 250 can create for its clients' field sales teams and provide a demonstrable ROI on these activities. "The DN Capital team clearly understands how our unique execution services and software technology accelerate the entire selling process. In Target 250, they saw our leadership position, our stellar customers, and our proven track record of profitable growth," said Mike White, CEO of Target 250. "DN Capital's portfolio demonstrates how thoroughly they understand the challenges facing enterprise marketeers and sales executives every day. We're looking forward to tapping into this deep expertise as we accelerate growth internationally."

"Target 250 continues to solidify its position as one of the most forward-thinking and capable demand generation service providers globally", said Steve Schlenker, Managing Partner at DN Capital. "Target 250 has brought greater accountability to demand generation services through its pay-for-performance model. We believe the Company has a tremendous market opportunity and with this investment will be able to further enhance and expand its relationships with top enterprise technology clients on a global scale." Target 250 has been at the forefront of addressing its clients' needs through their pay only for performance model, as well as through enabling our customers to leverage our proprietary dataset of technology buyers for greater reach and lead qualification."

Target 250 has become one of the leading appointment setting companies globally, through its pay-for-performance model whereby customers pay only for demand opportunities created, and through providing its clients the highest level of transparency into lead generation creation in the industry. With its comprehensive and proprietary dataset of IT decision-makers and its highly trained delivery staff, Target 250 empowers its customers' sales teams to focus on closing leads and increasing revenue.

Redwood Capital Partners acted as exclusive financial advisor to Target 250 on this first round of institutional capital. The Company was advised by Orrick, Herrington & Sutcliffe, with counsel to DN Capital being O'Melveny & Myers.

About Target 250

Founded in 2000, Target 250 is an internationally recognized sales solutions provider for growth stage companies as well as established market leaders in the technology and communications sectors. Target 250 provides technology enabled lead management services for its clients by leveraging its proprietary software and database of decision makers, budget holders, influencers and sponsors in over 40,000 companies across Europe and North America. Target 250 both accelerates and supports the growth of its clients by increasing the number of prospects its clients reach and reduces their sales cycle lead time. For more information visit www.target250.com or call (973) 267-5530.

About DN Capital

DN Capital is an investment firm with offices in London and Palo Alto. DN Capital's objective is to identify, invest and actively support software and digital media companies with the potential to be leaders in their fields and that have global ambitions. 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. Portfolio companies include Shazam Entertainment, Endeca Technologies, Datanomic, OLX and Lagan. Additional information about the firm and its portfolio companies can be found on its web site, www.dncapital.com.