



## FlexOffers Completes Strategic Sale of Credit Card Business to Bankrate, Inc.

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**Birmingham, Ala. (October 18, 2013)** -- Founders Investment Banking, LLC is pleased to formally announce the closing of a previously unannounced transaction completed in 2012.

FlexOffers.com, Inc. sold its credit card business to Bankrate, Inc., the Web's leading aggregator and publisher of financial content. Built on the foundation of its cutting-edge technology platform, superior customer service, and lengthy operating history in the credit card space, FlexOffers.com is one of the credit card industry's leading affiliate marketing networks. The company has amassed an impressive publisher base and key advertiser relationships in the personal finance niche, particularly within the credit card sector, by offering exclusive advertising programs, full compliance monitoring, and customized product content. By combining FlexOffers' credit card-focused publisher base and technical expertise with Bankrate's own substantial credit card business and affiliate marketing network, Bankrate has further distanced itself as the foremost provider of credit card-related marketing programs on the Web.

"This is a great opportunity to capitalize upon the foundation that our team has laid, and we are looking forward to seeing the FlexOffers credit card business prosper even further under Bankrate's leadership," said FlexOffers founder and CEO Alex Daskaloff. "Having spent the past decade working in the trenches alongside our wonderful publishers, we are excited about the prospects that the future holds for them and for the Bankrate team as the credit card industry continues its growth. Our relationship with Zane Tarence and the Founders technology team extends back several years, and they acted as a valued sounding board, guide, and friend throughout this process. The team's experience in the technology space, extensive industry relationships, and ability to manage through the ups and downs was invaluable. Playing a role in the creation and development of this platform was a special experience, and we look forward to celebrating the future success of these combined industry leaders."

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### **OUT PROFESSIONALS**

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The principals of Founders Investment Banking acted as the exclusive advisors to FlexOffers' shareholders. "We are always impressed with the ingenuity and creativity of entrepreneurs such as Alex," said Zane Tarence, Managing Director of Founders' Technology Practice. "As a pioneer in affiliate marketing, Alex led FlexOffers through the early stages of online advertising, and with the support of a great team, executed on his vision to transform the online credit card marketing segment. We have the utmost respect for Bankrate, and with the clear synergies between these two organizations, we believe that Bankrate will continue to lead the way in terms of providing top-shelf programs to publishers and credit card issuers in the credit card industry."

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### About FlexOffers.com

FlexOffers.com is an affiliate marketing network that provides a wealth of comprehensive solutions for advertisers and publishers. Publishers have access to millions of text links and banners across over 1,200 affiliate programs, with new programs added daily and updated through unique technologies. Featuring affiliate programs in verticals from apparel and consumer electronics to financial services and travel, FlexOffers.com continues to prove exactly why flexibility is the key to affiliate success. Currently ranked 7 out of the top networks out there, by TopTenReviews.com and with an Alexa USA ranking of approximately 3,000, FlexOffers.com has proven to be on the path of becoming a truly flexible and diversified network for publishers.

### About Founders Investment Banking, LLC

Founders Investment Banking is a merger and acquisition advisory firm based in Birmingham, Alabama. Its team's proven expertise and process-based solutions help companies and business owners access capital and prepare for and execute liquidity events to achieve specific financial goals. The firm's practice areas include a Technology Practice that serves clients operating nationwide in the software-as-a-service (SaaS), Internet, and Digital Media sectors; an Oil & Gas Practice focused on the U.S. oilfield services sector; and a General Practice, which serves clients located in the Southeast across a variety of industries. In order to assist Founders Investment Banking with securities related transactions, including this transaction, certain principals are registered investment banking agents of M&A Securities Group, Inc., member [FINRA/SIPC](#). M&A Securities Group and Founders are not affiliated entities. The testimonial presented herein does not guarantee future performance or success. For more information, visit [www.foundersib.com](http://www.foundersib.com).

A dark blue banner with white text. On the left, it says 'VALUE | LIQUIDITY | GROWTH' above 'FOUNDERS' in a large font, with 'INVESTMENT BANKING' below it. In the center, it says 'WWW.FOUNDERSIB.COM' in a large font, with '© 2013 Founders Investment Banking, LLC' below it. On the right, it says '2204 Lakeshore Drive, Suite 425', 'Birmingham, AL 35209', and 'phone: 205.949.2043 | fax: 205.871.0010'.

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