

**DATE**

June 26, 2014

**SECTORS**

Technology & Software  
Media & Telecom

**DEAL TYPE**

M&A Advisory

**DEAL LOCATIONS**



**DEAL TEAM**



**Frank Cordek**  
Managing Director

# DC Advisory advised Acceller on its merger with Bridgevine

*Strategic Combination Expands Bridgevine's Technologically Advanced Products and Services to Acceller's Growing Base of Enterprise Customers*

June 26, 2014 – Alpharetta, GA, Denver, CO and Miami, FL -Bridgevine and Acceller today announced that their Boards of Directors have approved a definitive agreement for Acceller to merge with Bridgevine.

This transaction creates the leading customer acquisition and retention platform, differentiated by its ability to deliver ground-breaking products and services at a scale not yet seen in the marketplace, enabling accelerated growth.

Both companies aid enterprises in acquiring and retaining consumers in recurring revenue businesses for the nation's largest brands in home entertainment, communications, energy and home security. The combined companies bring deep institutional knowledge from over 100 million U.S. consumer interactions over the past few years. The application of these learnings via their proprietary platform will continue to advance the growth of enterprise customers with a bold plan for product and vertical expansion.

The new company, which will be led by Sean Barry, current CEO of Bridgevine, will offer the largest and most advanced customer acquisition and retention platform in the marketplace. The solutions offered on the platform provide unique technology, marketing and distribution capabilities. They are supported by an exceptional team, committed to market leadership, innovation and client satisfaction.

These solutions enable enterprises to optimize customer acquisition across all relevant channels including online, mobile, social media and physical environments such as call centers or kiosks. The proprietary, omni-channel ecommerce platform also enables partners to up-sell and cross-sell the right products to their customer base; increasing retention, decreasing costs and enhancing customer experience.

This transaction is backed by leading technology venture investment firms, including Safeguard Scientifics, Highbridge Principal Strategies and Vocap Investment Partners.

"The Investors are excited by the combination of these two companies and are highly supportive of the new company's growth strategy and corporate vision," says Tom Wasserman, Chairman of the Board and Managing Director of Highbridge Principal

Strategies. “We are pleased to welcome Steve to the Board of Directors and are confident in Sean’s leadership to take this company to the next level.

The combined company has offices in Miami, FL; Vero Beach, FL; Alpharetta, GA and Denver, CO.

Acceller was advised by DC Advisory\* out of Boston, Massachusetts.

The combination of Acceller and Bridgevine creates an exciting opportunity for our enterprise customers, our company and our employees. Steve McKean, Acceller’s Founder and CEO, will be joining our Board of Directors. He has built a fantastic team, an amazing portfolio of enterprise partners and a powerful sales platform. Combined with Bridgevine’s customers and technologies, we are uniquely positioned for future growth.

Sean Barry  
current CEO of Bridgevine

This combination accelerates our ability to deliver superior experience for our customers. Bridgevine and Acceller have been the innovative leaders and have driven the most important industry evolutions of the last 10 years. The Bridgevine management team has built an industry-leading platform with innovative products and services, which we are excited to combine with our sales platform and growing portfolio of partnerships.

Steve McKean  
Acceller’s Founder and CEO

*\*Find out more about DC Advisory >*