



Navidar Group Serves as Exclusive Investment Banking Advisor to FeedMagnet in its Sale to Bazaarvoice

AUSTIN, Texas--(BUSINESS WIRE)--Navidar Group is pleased to announce that our client, FeedMagnet, has been acquired by Bazaarvoice, Inc., a network where more than 400 million people view and share authentic opinions, questions and experiences about 70 million products.

FeedMagnet's leading web-based platform helps brands and retailers harness social media to increase conversion, engagement and awareness for their end-customers. FeedMagnet provides clients the ability to capture user-generated content created for social media platforms, providing clients with the opportunity to help transform their websites into dynamic, customer-centric destinations, as well as repurpose images and posts with the highest engagement levels within the brand's own social media, marketing and advertising programs for even higher rates of awareness, engagement and loyalty.

“From our initial meeting through the close of the sale, we were impressed with the Navidar team’s understanding of our industry and software-as-a-service business model,” said Marc Yagjian, CEO of FeedMagnet. “Navidar exceeded our high expectations in every way. We could not have crossed the finish line without their thoughtful advice and ability to effectively and efficiently manage all aspects of the process.”

About Navidar Group LLC

Navidar Group LLC, with offices in Austin, Indianapolis and Minneapolis, is an investment banking firm that provides businesses and investors in dynamic industries with strategic merger and acquisition advice, capital raising solutions and corporate advisory services. The firm focuses on technology, business services, specialty manufacturing, and health care information technology companies. Navidar principals have completed more than 300 transactions representing transaction volume of nearly \$70 billion in M&A and capital raising, for both private and public companies, over the past 20 years. Navidar Group is a registered broker-dealer and member of FINRA and SIPC.

To learn more about Navidar, please visit www.navidar.com, or contact Thomas Daniels at (512) 765-6974, tdaniels@navidar.com