



## **Navidar Group Serves as Exclusive Investment Banking Advisor to iGoDigital in its Sale to ExactTarget (NYSE:ET)**

**INDIANAPOLIS, IN** (October 11, 2012) -- Navidar Group, an investment banking firm focused on providing mergers and acquisitions (M&A) and corporate finance advisory services to leading companies, announces another successful M&A transaction for the firm with iGoDigital's sale to ExactTarget. Serving as the exclusive financial advisor to iGoDigital, a leading provider of Web personalization solutions that deliver predictive, real-time product recommendations and online guided selling experiences, Navidar Group organized and coordinated a global sale process spanning the United States, Europe and Asia - advising the company through negotiations, documentation and closing of the transaction.

"I am delighted that Navidar has made a serious commitment to Indianapolis and filled a key missing link in our community - world-class technology investment banking skills. Navidar's global reach, understanding of current technology trends and ability to navigate complex deal issues really sets them apart from the competition," said Eric Tobias, Founder and President of iGoDigital. "I was particularly impressed that the entire senior pitch team was the same team that worked with us through every step of the sale process, constantly delivering creative solutions and superior results."

iGoDigital's software-as-a-service platform provides clients a complete solution to observe and analyze online behavior and ask explicit questions through its guided selling application to develop highly- accurate customer profiles that can power cross-channel personalization and optimization. Eight of the top 10 online retailers and many of the world's top brands harness the power of iGoDigital's solutions.

"iGoDigital is a great example of the outstanding technology companies located in Indianapolis and across the state of Indiana," noted Christopher Day, Managing Principal of Navidar Group. "iGoDigital successfully competed in the marketplace because it delivers superior results and return on investment for its customers. We are delighted to have achieved an excellent outcome for a company positioned at the convergence of analytics, social media, mobile and online commerce."



**About iGoDigital**

iGoDigital is a leading provider of Web personalization solutions that deliver accurate, predictive and actionable real-time product recommendations and online guided selling experiences. iGoDigital's software-as-a-service personalization solutions power 8 of the top 10 online retailers and many of the world's most successful brands, including Staples, Wal-Mart, P&G, Lids and Scholastic. iGoDigital is headquartered in Indianapolis, Indiana. For more information, visit [www.igodigital.com](http://www.igodigital.com).

**About Navidar Group LLC**

Navidar Group LLC, with offices in New York, Austin, and Indianapolis, 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 and health care information technology companies. Navidar principals have completed more than 170 transactions representing transaction volume of \$26 billion in M&A and \$22 billion in 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 Group, please visit [www.navidar.com](http://www.navidar.com), or contact Lily Munson, Business Manager, at 317-559-3906, [lmunson@navidar.com](mailto:lmunson@navidar.com).