

eBay Enterprise Marketing Solutions Acquires Digital Net Agency (DNA)

Brings Unique Model of Leading Performance Agency to eBay Enterprise Clients and Partners

Wilkes-Barre, PA — November 9, 2015 — eBay Enterprise Marketing Solutions, a newly independent, private company, announced today that it has acquired Digital Net Agency (DNA), a leading interactive retail performance agency. Terms of the acquisition were not disclosed.

Long considered one of the premier boutique performance agencies in the US, DNA is a leading provider of Search Engine Optimization (SEO) and Search Engine Marketing (SEM), with deep capabilities in affiliate management that have made it a top-ten player in that space as well. DNA's performance model has long delivered tremendous, scalable results and earned the company a reputation among its clients, most of which have worked with DNA for years, as the lowest-risk, highest-reward performance partner.

eBay Enterprise Marketing Solutions, a former division of eBay Inc. now backed by Banneker Partners and the Permira Funds and led by CEO Michael Jones, is building upon its own full-service offering for brands, retailers, and publishers. In acquiring DNA, eBay Enterprise Marketing Solutions will provide its clients with one of the highest-regarded bundles in the industry.

"Knowing Michael and his team as well as we do, we're absolutely thrilled to join eBay Enterprise Marketing Solutions," said DNA CEO Aaron Baker. "We've stuck to our vision throughout our existence, focused only on generating great results for our clients, and we've always been willing to put our own skin in the game. Michael and his team have shown we share a very similar mindset. I know we're going to do great things together."

"We've partnered with DNA for years and have always had only the highest regard for their business practices, ethics, and the dynamite results they generate for clients," said eBay Enterprise Marketing Solutions CEO Michael Jones. "Aaron and his team are relentless in their drive to produce for clients, so we're confident that our clients and partners will be thrilled with what we're able to do together."

About eBay Enterprise Marketing Solutions

eBay Enterprise Marketing Solutions enables brands and retailers of all sizes to deliver consistent omnichannel experiences across all retail touch points to attract and engage new customers and convert browsers into loyal buyers. With unrivaled flexibility and control, our clients accelerate performance marketing metrics and win with today's digitally connected consumer. eBay Enterprise

ebay enterprise

MARKETING SOLUTIONS

Marketing Solutions is headquartered in Wilkes-Barre, Pa. and has offices in King of Prussia, New York, San Francisco, San Jose, and Tempe.

eBay Inc. is no longer affiliated with eBay Enterprise Marketing Solutions, and as such, it is not responsible for the content or the provision of goods and services offered by eBay Enterprise Marketing Solutions. All use of the eBay Enterprise mark is pursuant to a limited, temporary trademark license from eBay Inc., and the use of such mark on the goods and services offered by eBay Enterprise Marketing Solutions will be rebranded in the near future.

#

PRESS CONTACT

Bill Brazell

bbrazell@witstrategy.com

917-445-7316