

# magus\* press release

## march 2011



### Sale of Mash Up Media Limited

Magus Partners has advised the owners of Mash Up Media Limited on the sale of the company to an undisclosed purchaser.

Mash Up Media Limited owns several websites in the "voucher code" space, including PromotionalCodes.org.uk, one of the leading sites. The site was launched in June 2008 and has since grown rapidly.

The promotional codes market has grown rapidly, with thousands of online retailers now issuing promotional codes. These codes, typically entered at the checkout, allow consumers to make savings on their purchases. The team at PromotionalCodes constantly monitors the internet to bring clients the best offers.

Speaking of the Magus Partners involvement, Julian Hearn, MUM's CEO, said: "Clive and Dominic took the burden off our shoulders by preparing documents, financials and finding potential buyers. They held our hand through every step. Without their help, I'm sure the process would have been extremely stressful and the day to day running of the company would have been negatively affected."

Terms were not disclosed.

Further information about PromotionalCodes can be found at <http://www.promotionalcodes.org.uk>.

Further enquiries: please contact Clive Sanford on 020 7317 0992 or by email at [csanford@maguspartners.com](mailto:csanford@maguspartners.com).

\*magus /'meiges/ n. (pl. magi) say may-jus  
1 (the (three) magi) the wise men from the east.  
2 a magician, master of the four elements,  
able to shift events in his favour. 3 known for great ability  
in the area of strategy, corporate finance and m&a

Notes:

Magus Partners is a leading independent adviser to entrepreneurs, management teams and private companies, with a focus on the £1 million to £20 million enterprise value marketplace.

Clive Sanford has been involved in the mid-market M&A marketplace since 1985. He was a Partner and Head of M&A at a major professional firm until 1990 and since then he has run his own specialist Corporate Finance advisory firm. He also has M&A experience as a principal, having been FD of an acquisitive £20 million group. He has been involved in over 200 private company transactions and now combines the transaction-related advisory activities of Magus Partners with his private investments and acting as a non-executive director or adviser to the Boards of growing companies.

Magus Partners is involved in the full range of private company Corporate Finance transactions – company acquisitions and disposals, MBO's and MBI's, development capital and refinancings – as well as offering hands-on advice on strategy.

Magus Partners is authorised and regulated by the Financial Services Authority.

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