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FOR IMMEDIATE RELEASE

For further information, contact:
Sid Gokhale, President, Dowden Custom Media
201.740.6234 or sid.gokhale@dowdencustom.com

Dowden Health Media Acquires Priority Integrated Marketing

Montvale, NJ – Dowden Health Media (DHM) has acquired Priority Integrated Marketing, a Minneapolis-based leader in healthcare and financial services marketing, effective June 6, 2011.

“The opportunities, challenges, and complexities of today’s healthcare and financial services industries require marketing and interactive firms to have the acuity of vision, depth of resources, and speed of implementation needed to lead the way with and for their clients. This acquisition enables us to do just that,” said Jim Hughes, CEO of Dowden Health Media.

“Both companies offer similar yet distinct areas of marketing expertise, and with this acquisition, both firms can deliver more products and services to current and future clients,” noted Jim Larranaga, President of Priority Integrated Marketing.

As part of the integration, Priority’s President Jim Larranaga will report to Sid Gokhale, President of Dowden Custom Media. Larranaga and Priority’s COO Kathryn Hammond will join the DHM management team. “We couldn’t be more excited,” commented Gokhale. “This new, stronger organization – and the 100-person enterprise it creates with our Montvale, NJ and Minneapolis-based staffs – will bring to our markets a formidable breadth of expertise and depth of resources in custom content marketing, brand consulting, and multi-channel messaging, encompassing social media, Web, email, print, and other mediums. DHM is a portfolio company of High Road Capital Partners, a private equity firm that is focused on growing niche-leading companies.

Dowden Health Media

Dowden Health Media (DHM, Inc.) is a provider of pharmaceutical and hospital marketing services. DHM, Inc. consists of Dowden Custom Media, a provider of both print and online marketing services primarily to hospitals; Dowden Medical Communications Group, a provider of promotional medical education communications services to pharmaceutical companies through Medical DecisionPoint, LLC and Convergent Health Solutions, LLC; and eCrossings Media, a provider of digital marketing and technology solutions. The company is headquartered in Montvale, New Jersey. Additional information about DHM, Inc. may be found on its websites: www.dowdenhealth.com.

Priority Integrated Marketing

Priority Integrated Marketing provides healthcare and financial marketing services to organizations nationwide. Founded in 1983 and located in Minneapolis, Minnesota, Priority helps its clients reach their audience and deliver results through content marketing, custom publishing, email marketing, website design and development, social media marketing and search engine optimization. More information about Priority Integrated Marketing can be found on its website at www.priorityresults.com.

High Road Capital Partners

High Road Capital Partners is a private equity firm focused on smaller middle market transactions. High Road was formed in 2007 and currently manages over \$150 million of committed capital. High Road focuses on niche-leading companies with revenues of \$10 million to \$100 million and EBITDA of \$2 million to \$10 million. Once acquired, High Road works in partnership with management to take the companies to the next level, with the expectation of doubling or tripling EBITDA during the course of its ownership through a combination of organic growth initiatives and add-on acquisitions. More information on High Road may be found on its website, www.highroadcap.com.