



## **DealFlow Media Acquires Assets of Doubledown Media, Publisher of Trader Monthly, Dealmaker, and Corporate Leader Magazines**

WOODBURY, NEW YORK, April 7, 2010 -- DealFlow Media Acquisition, Inc., a wholly-owned subsidiary of DealFlow Media, Inc. ([www.dealflow.com](http://www.dealflow.com)), today announced the acquisition of assets of Doubledown Media LLC, including the global rights to publish and use Doubledown's names, its entire database of subscribers, and all trademarks and copyrights with the exception of *Private Air*. Included in the purchase are the assets relating to *Trader Monthly*, *Dealmaker*, and *Corporate Leader* magazines, amongst other Doubledown brands and products.

The transaction is DealFlow Media's second strategic acquisition and complements the company's business of providing specialized information products to finance professionals.

"Doubledown built strong brands and attracted a large audience of investors, traders, brokers and finance professionals. We intend to leverage those assets by offering online information and event products to that audience," said Steven Dresner, President of DealFlow Media. "DealFlow's success has been based on our commitment to rigorous analysis of alternative asset classes. We're excited about this acquisition because it allows us to significantly expand our reach into mainstream areas of finance."

In conjunction with the acquisition, DealFlow Media has launched a series of sponsored web seminar services. These services provide targeted advertising and lead-generation programs for clients. More information about DealFlow Media and the Doubledown acquisition can be found at [www.dealflow.com/doubledown](http://www.dealflow.com/doubledown).

### About DealFlow Media, Inc.

DealFlow Media provides independent news and analysis for finance professionals. Founded in 2002, with offices in New York, California and Shanghai, the company publishes a variety of research and investment databases, as well as hosts in-person and web-based events. In 2008, DealFlow Media acquired the assets of PrivateRaise LLC, the leading source for comprehensive data and analysis of private investments in public equity (PIPEs), Reverse Mergers, Shelf Registrations, and Special Purpose Acquisition Companies. Over 4,000 institutions rely on DealFlow Media for accurate and timely information. The company's clients include investment managers, banks, public corporations, law firms, and financial companies worldwide.

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