

CREATETHE GROUP ACQUIRES MORPHEUS MEDIA, LEADING MEDIA AGENCY

Transaction Creates Unparalleled Digital Marketing and Commerce Offering for Premium and Luxury Brands, with a Global Digital Commerce Platform and 250+ Professionals in New York and London

New York City, June 20, 2011 – [CREATETHE GROUP](#) today announced an agreement to acquire [Morpheus Media](#), a strategic move that broadens its digital marketing, media and global commerce offering. The acquisition further positions the company as the world's leading provider of digital agency services to forward-thinking premium and luxury brands seeking to exploit the game-changing opportunities brought about by the digital revolution. Morpheus Media provides world-class strategic digital media services including display media, paid search, natural search optimization, social media management, mobile and pay-for-performance marketing.

Together, CREATETHE GROUP and Morpheus Media partner with many of the world's leading brands including Marc Jacobs, Donna Karan, DKNY, Burberry, *The New York Times*, Bergdorf Goodman, *The Economist*, David Yurman, Net-a-Porter, Louis Vuitton, Dior, Moët & Chandon, Hennessy, NOWNESS, dunhill, Alexander Wang, NARS, Oscar de la Renta, La Perla, Bulgari, Bulgari Hotels & Resorts, Jurlique, De Beers, Tom Ford and H&M.

“By uniting our creative, strategy, user experience, technology, enterprise digital commerce platform and systems integration services with best-in-class media services, the acquisition of Morpheus Media is a key next step in our strategy to offer the world's most robust 360 digital capabilities to global forward-thinking brands in the luxury segment and beyond,” said James Gardner, founder and CEO of CREATETHE GROUP. “No other agency provides such a potent and relevant offering.”

Gardner continued, “With a powerful and complete service portfolio, a next generation global digital commerce platform, a unique understanding of the affluent consumer and 250+ professionals in New York and London, we are firmly positioned as the world's premier partner to leading brands as they seize the digital opportunity.”

Furthermore, the tremendous synergies between CREATETHE GROUP and Morpheus Media will enhance existing services offerings. For example, the combination of Morpheus Media's proven search engine optimization capabilities and CREATETHE GROUP's commerce platform and technology expertise will deliver unprecedented best-in-class SEO technology implementations for global brands.

Morpheus Media founders Shenan Reed, Alex Golimbu and Jamie Driver will join CREATETHE GROUP's management team. Morpheus Media will be rebranded as “Morpheus Media, a CREATETHE GROUP company.” Reed will lead the Morpheus Media division as Chief Media Officer reporting directly to Gardner. Golimbu will be SVP – Media Operations and Driver will be SVP - Business Development.

“It made complete sense for us to unite with CREATETHE GROUP after working collaboratively on a number of shared clients – including Marc Jacobs, Donna Karan and

Jurlique – for more than six years. We’ve been dating for a while and now we are finally getting married,” said Reed.

Since its inception in 2001, Morpheus Media has enjoyed tremendous growth and an outstanding reputation for excellence. It is renowned for delivering innovative and highly accountable digital media and marketing solutions to many of the LVMH Group brands including Louis Vuitton, Dior, Moët & Chandon, Hennessy and Marc Jacobs, as well as to *The New York Times*, Bergdorf Goodman, *The Economist*, A&E Television Network and many more.

New York-based mergers and acquisition firm AdMedia Partners acted as financial advisor in this transaction.

About Morpheus Media

Morpheus Media is a digital strategy and media agency providing marketing solutions to the world’s top luxury brands and Fortune 500 companies. Its deep luxury marketing expertise and customized account management approach ensure that its clients receive uniquely tailored services for accountable and innovative marketing solutions.

Morpheus Media integrates all aspects of digital marketing into a comprehensive offering including robust Display Media and Paid Search services, best-in-class Natural Search Optimization, and cutting-edge Social Media Management. Additional services include Mobile Marketing, Affiliate Marketing, and general strategic consulting to advise clients on how best to excel at digital marketing.

The company was founded in 2001 by Shenan Reed, Alex Golimbu and Jamie Driver, and has grown into a specialized digital marketing agency with over 100 employees.

Details are available at www.morpheusmedia.com.

About CREATETHE GROUP EMOTIONAL INNOVATION IN DIGITAL™

CREATETHE GROUP partners with forward-thinking brands to deliver innovative and emotional campaigns, communications platforms and commerce solutions that maintain the highest levels of brand integrity in digital, mobile, social media and emerging technologies. A pioneer in digital luxury for the world’s leading retail brands, CREATETHE GROUP offers breakthrough strategies that activate brands, create and sustain emotional connections with consumers and drive measurable results. In 2011, CREATETHE GROUP was named in *Fast Company’s* “50 Most Innovative Companies”, ranking #5 in the Fashion Industry and recently won Webby & Clio Awards for NOWNESS.com.

CTS PLATFORM is CREATETHE GROUP’s next-generation global digital commerce platform that powers digital flagship experiences across channels including mobile and social, seamlessly integrating global commerce and community functions with uniquely branded content. The flexible front-end supports branded innovation without the limitations of traditional platforms. The managed Cloud infrastructure provides enterprise performance, scalability and security. Supporting businesses across North America, Europe and Asia, the CTS PLATFORM features

integrated content management, social shopping and cutting-edge business tools, including promotions, merchandising and reporting.

Headquartered in New York City with offices in London, CREATETHE GROUP's global client roster includes Alexander Wang, Bulgari, Burberry, David Yurman, Donna Karan, DKNY, dunhill, Fendi, H&M, Jurlique, kate spade new york, La Perla, Louis Vuitton, Marc Jacobs, NARS, Neiman Marcus, NOWNESS, Oscar de la Renta, Tom Ford and Vichy.

For more information, please visit createthegroup.com, follow us on Twitter (@CREATETHEGROUP) and Tumblr (createthegroup.tumblr.com), or email info@createthegroup.com.

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