

Proskauer Rose Represent 24/7 Real Media in Acquisition by WPP Group

Linden Alschuler & Kaplan, Inc. 212-575-4545 on May 18, 2007

May 18, 2007 (New York, NY) - Proskauer Rose LLP, an international law firm with over 700 lawyers worldwide, has represented long-time client 24/7 Real Media, the leading global digital marketing company, in its agreement to be acquired by WPP Group, one of the world's largest communications services groups, for \$649 million. The transaction will create a powerful combination of technology and services that provide significant added value for clients of both companies. Proskauer has represented 24/7 Real Media since its inception in 1995, serving as legal advisor in numerous significant transactions and milestones including its initial public offering in 1998 and the acquisition of Real Media.

The Proskauer team representing 24/7 Real Media included: Ron Papa, Ori Solomon, Diane Yu, and Charles Cox from the firm's Corporate Department; Andrea Rattner and Sara Van Dyke from its Employee Benefits and Executive Compensation Practice Group; and Daryn Grossman and Nubiaa Shabaka from its Intellectual Property Practice Group; Raj Tanden and Amber Tull from the firm's Tax Department; and Gail Port and Kelly Corso from its Environmental Practice Group. Proskauer's Corporate Department consists of over 200 lawyers worldwide counseling clients in the full range of sophisticated financial transactions and daily business and regulatory matters including mergers & acquisitions, capital markets, private equity, finance, and bankruptcy. The firm's transactional practice includes: public and private mergers and acquisitions; public securities offerings, including IPOs; private equity fund transactions, including formation of private equity funds and leveraged buyout funds, and investments by institutional and private investors; private placement of securities and private financing; and leveraged buyouts and structured finance.

Related Professionals

- **Andrea S. Rattner**

Partner

- **Daryn A. Grossman**

Partner