



PLANTAGENET

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Plantagenet Is Roll-Up Manager in Successful Consolidation of Internet Professional Services Firms

Wirestone to provide ‘single solution services’ to help mid-sized companies succeed in the New Economy

San Francisco, April 10, 2000 – Plantagenet Capital Management LLC today announced that it was the Roll-Up Manager in an industry consolidation of five independent Internet development companies that resulted in the formation of Wirestone (www.wirestone.com), a “single solution” provider of e-branding, e-business strategies and Internet-enabled technology solutions to middle market companies. With projected revenues of nearly \$20 million for 2000, Wirestone is now among the top 40 interactive agencies in the U.S. as ranked by ADWEEK.

Plantagenet, which originated the transaction as a result of its previous experience with Internet pioneer Big Book (now known as BigOnline), was joined in the investment by Prime Ventures and Edgewater Ventures for a total of \$2.5 million of first-round funding.

John J. Zappettini, Managing Partner at Plantagenet Capital Management, said, “In crystallizing this deal, nurturing it from the idea stage to reality, and recruiting an exceptional team, Plantagenet recognizes the enormous potential of creating the Wirestone platform by putting together these five best-in-field companies to establish a powerhouse interactive agency with a single-source business model. Wirestone will provide mid-sized companies with all the services they require to be competitive in the New Economy, including back-end order supply systems, appealing front-end branding and product delivery through e-commerce.”

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Wirestone provides integrated solutions including overall messaging and brand positioning, traditional advertising, interactive training tools, design, communications, multimedia and Web site production, technology and Internet initiatives such as e-commerce, Web-based applications and database integration. The company also serves the business-to-business, consumer electronics, entertainment, e-government and outdoor/recreation markets.

Wirestone was formed in April 2000 by five independent Web specialty firms that merged to create the new Internet professional services firm. The founding firms are Priscomm (Costa Mesa, Calif.), LiveWire Interactive, (Seattle, Wash.) Digital Effects (Boise, Idaho), Mediaphex (Boise, Idaho), and Talaria Research (Sacramento, Calif.). Wirestone will deliver a total brand communications strategy for dot-coms, the B2B market and traditional brick-and-mortar companies seeking to leverage the Internet to strengthen their brand and succeed in the New Economy.

Plantagenet Capital Management LLC (www.plantagenetcapital.com) is a San Francisco private equity firm with an office in Paris. Plantagenet's primary focus is on early and later-stage private equity investments in the United States and Europe.

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