



GreenHills Ventures, LLC.

GreenHills Ventures Insight360 with Lynn Fantom, Chairman / Chief Executive Officer, ID Media, Inc.

GreenHills Ventures recently met with Lynn Fantom, Chairman / Chief Executive Officer, ID Media, Inc. to discuss her experience and invaluable insights on some her invaluable insights both professional and personal life that sets Lynn apart from many successful business leaders.

✦ About ID Media and its parent company

ID Media, Inc. is the largest direct and digital media services company in the United States and a subsidiary of Interpublic Group of Companies (NASDAQ: IPG), which operates in two segments, Integrated Agency Network and Constituency Management Group. The Integrated Agency Network segment develops marketing programs that offer communications and marketing services; advertising services; and marketing communications services. The Interpublic Group of Companies also offers consumer advertising and direct marketing, and mobile and search engine marketing services.

Lynn Fantom is singled out as one of Advertising Age's "100 Best and Brightest Women in Advertising" and one of the "Top 25 Most Influential People in the DRTV Industry" by Response TV, Lynn Fantom brings over 20 years of direct marketing experience to her role as Chairman and CEO of ID Media, the largest direct response media services company in the U.S.

✦ What is ID Media?

ID Media is the largest direct and digital media services company in the U.S. The agency, which is a part of the Interpublic Group of Companies (NASDAQ: IPG) specializes in interactive channels that provide clients with accountability for their media investments. These include DRTV, infomercials/branded content, broadband video, transactional online display advertising, search, targeted promotional print, and radio purchased by CPMs, performance ("per inquiry"), and online bidding. Among ID's roster of clients are American Express, Cayman Islands, Johnson & Johnson, Kaiser Permanente, Nikon, Quiznos and Verizon.

✦ How do you differentiate the company from its competitors?

We've got data. ID rigorously tracks and analyzes campaigns, then optimizes them to drive even greater ROI. Other companies recite tried and true "principles" from the past. We look at today's data to get insight and new ideas. And because we're the largest in our space, we have more data. More data, more insight. This is particularly relevant today when advertisers need pragmatic solutions with a high likelihood to stimulate consumer demand and pay out.



✦ **What makes your company a unique working environment?**

There is great respect for and among all of the employees at ID Media. A supportive and open culture fosters interest in work, a desire to contribute, and strong performance.

✦ **How do you attract top quality human capital?**

The most talented people in marketing and media are drawn to ID because we are a leader in ROI media, they have the opportunity to work with clients who are the world's best companies, and we have created a culture in which employees thrive.

✦ **How often do you receive employee feedback and in what manner?**

We have formal mechanisms for eliciting employee feedback. For example, we just fielded an online employee survey that will allow us to understand attitudes in our different offices and functional areas. In addition, at any time employees can anonymously post questions to our employee intranet and "Ask Lynn" about what's on their mind, whether it's about the company's financial health, a policy, or a training opportunity. Beyond these resources, the company's president and I host a monthly breakfast with a rotating group of staff members. I walk around a lot. And I can generally be found Fridays at 5 p.m. having a Corona with staff members at our end-of-the-week happy hour.

✦ **What is your favorite part about working at ID Media?**

Just about every month I hear myself say, "This is my favorite part of my job," after I host a breakfast with employees. We sometimes talk about "things other people probably don't know about you" — I love their creativity, resourcefulness, and sincerity.

✦ **How do you believe an employee of ID Media would answer the previous question? *They always say THE GREAT PEOPLE!***

✦ **What did you do prior to a career in marketing?**

I attended Smith College and majored in Latin and Greek. After six months as a secretary at a Boston publishing house, I got my first job in the marketing department of an insurance company. We were sending out high-impact mailings to solicit interest in the company's training programs. When I saw the reply cards coming back with handwritten notes on them, I was hooked. That was the beginning of my career-long fascination with closed-loop marketing, consumer engagement, and ROI media. Today we certainly have more sophisticated ways to target, engage and measure, especially online, but the dynamics are exactly the same. **That was the defining moment for my career.**



✦ **What kind of challenges or adversity have you faced?**

Although I had already been credited with a successful turnaround in my career, it was a failure I faced — when I was CEO of a Web services company during the dotcom meltdown — that taught me some of the most valuable lessons of my career. A failure almost becomes a kind of muscle memory that makes you act faster and wiser when you go forward.

✦ **How did those challenges or adversities positively change your life and career?**

I was going through a divorce, my mother was dying of cancer, and my company was running out of cash all at the same time. That kind of experience helps you put future trials in perspective and boosts your confidence to be able to manage them.

✦ **What do you do in your spare time?**

I own a house on Mount Desert Island in Maine, and I hike. I love biking and kayaking in Acadia National Park also. It's become such a passion that last year I published a Web site (www.ouracadia.com) and started blogging (ouracadia.wordpress.com) about it. I had to blog "A New Yorker Talks to Herself about Maine" because, although my fellow workers at ID Media are wonderful, their eyes were beginning to glaze over with my enthusiasm for "the only fiord in North America" and "130 miles of hiking trails."

ID Media, Inc.

ID Media's leadership in direct response media services is driven by a cohesive, yet diverse senior management team, with an average of 18 years of experience each. Additional information can be found at: www.idmediaww.com

GreenHills Ventures, LLC.

GreenHills Ventures is a New York based private investment holding company that manages GHV Fund, LP, an early stage venture capital fund and GHV Wealth Management Holding, LLC., a private wealth alternative investment holding company comprised of private members, ultra high net worth individuals and family investment trusts. GHV Fund, LP invests utilizing its performance based Earned Value Milestone investment approach which is specifically designed to mitigate investment risk, increasing valuations, and aligning interest with overall shareholder value. Additional information can be found at: www.greenhillsventures.com.

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