



Merchant John East
Securities



Merchant John East Securities Limited congratulates ToLuna plc on winning the "AIM Transaction of the Year" award at the 2009 AIM Awards.

This prestigious award recognises a company that has been transformed by a single financial or commercial transaction during the period under review.

ToLuna received this award following its acquisition of the business and assets of the Internet Survey Solutions division of Greenfield Online Inc from Microsoft Corp. in July 2009, for \$40 million. The acquisition was funded by a placing which raised approximately £28 million (before expenses).

The complex multiple jurisdiction transaction was completed within a very demanding timetable.

Merchant John East Securities Limited is ToLuna's nominated adviser and was a leading adviser on this transaction.

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Toluna

ToLuna plc

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Nominated Adviser

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October 2009