
Millennial Media to Acquire Nexage, a Leading Mobile SSP and Advertising Exchange

SEPTEMBER 23, 2014

Millennial Media today announced that it has signed a definitive agreement to acquire Nexage for approximately \$107.5 million in cash and stock, subject to certain adjustments. Based in Boston, privately held Nexage is a leading provider of Real-Time-Bidding (RTB) technology that helps to automate the buying and selling of mobile advertising.

WilmerHale is representing Nexage in this transaction. The team is led by Corporate Partners [Jeff Hermanson](#) and [Mick Bain](#) and includes Counsel [Peter Osborn](#) and Associate Christie DiNapoli, as well as Tax Partner [Kimberly Wethly](#) and Senior Associate [Meghan Walsh](#).

More details can be found on Nexage.com.