

# BB&T CAPITAL PARTNERS

WOMEN'S  
MARKETING  
INC



Expect More.

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\$12,000,000  
Equity Co-Investment

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**February 2014**

Women's Marketing, Inc. (WMI) is a leading media strategy, planning, and buying organization that works with emerging and established brands seeking exposure to female consumers and key retailers. Founded in 1982, WMI serves over 250 customers in a wide range of end markets, including health, beauty, fashion, footwear and accessories, cosmetics, and food and beverage. WMI's strategic planning and media buying services span the spectrum of media channels, including print magazines, digital, mobile, social media, out of home, and broadcast. The company is headquartered in Westport, CT, with an additional office in New York, NY.

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