

FIVE POINTS CAPITAL



WOMEN'S MARKETING

HAS BEEN ACQUIRED BY

Stephens

PREVIOUSLY A PORTFOLIO COMPANY OF  
BB&T CAPITAL PARTNERS, LLC

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Founded in 1982, Women's Marketing is a leading media strategy, planning and buying organization that works with emerging and established brands seeking exposure to female consumers, retailers, and other channel constituents. The Company serves a range of end markets, including beauty, fashion, health, cosmetics, and food and beverage. The Company's strategic planning and media buying services span the spectrum of media channels, including digital, print magazines, mobile, SEM/SEO, social media, out of home and broadcast. Women's Marketing is headquartered in Westport, CT, with additional offices in New York City and California.