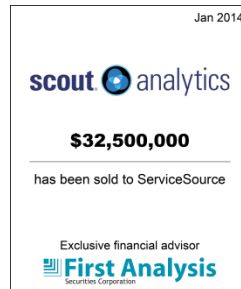


First Analysis Represents Scout Analytics in its Sale to ServiceSource



CHICAGO – January 29, 2014 – First Analysis Securities Corporation (“First Analysis”), a leading growth-focused investment bank, recently announced the sale of Scout Analytics (“Scout”) to ServiceSource International, Inc. (“ServiceSource”) (NAS:SREV) for \$32.5 million. For the fiscal and calendar year ended December 31, 2013, Scout reported \$5.4 million in revenue.

Headquartered in Issaquah, Washington, Scout is the leading SaaS provider of repeat and recurring revenue optimization solutions, enabling any company to evaluate customer usage data and derive actionable pricing, engagement and upsell opportunities that increase profitability and minimize customer churn. The Scout® platform employs a patented usage data platform that correlates revenue streams with user behavior to increase the lifetime value of the user. The Company’s solutions combine behavioral analytics, data integration and expert revenue advisor support to identify untapped sources of subscription and transaction revenue.

First Analysis acted as the exclusive financial advisor to Scout and worked closely with the Company’s management team throughout the sale process. This included providing advisory expertise and managing the preparatory, buyer coordination and contact, due diligence and final negotiation phases of the transaction.

“First Analysis’ sector expertise, industry relationships and dedication to our company were instrumental in helping Scout Analytics reach an outstanding strategic outcome,” said Mark Upson, CEO of Scout. “In addition, First Analysis’ unique strategic approach resulted in a great partner for Scout Analytics. We look forward to continuing our mission as a part of ServiceSource.”

For more information about this transaction, or with questions about how we can assist you or your clients, please contact the following First Analysis representatives:

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About First Analysis

Founded in 1981, First Analysis has a 30-year track record of serving emerging growth companies and established industry leaders within its focused areas of domain expertise. Our investment banking practice leverages industry insights developed through our equity research and private equity activities to deliver value to clients across the life cycle of a business.

Providing senior-level attention to every client, First Analysis offers superior execution across a comprehensive range of investment banking services, including M&A advisory, public equity and debt financing, and private equity placements.

For additional information about how the investment banking professionals at First Analysis Securities Corporation can help you, please visit our website, www.firstanalysis.com, or call us at (312) 258-1400.