

## CHILDS Advises 24 Seven in its Recapitalization by Morgan Stanley Private Equity

**Atlanta, GA – October 18, 2016** – CHILDS Advisory Partners (“CHILDS”) served as the exclusive financial advisor to 24 Seven, Inc. (“24 Seven” or “the Company”), one of North America’s largest creative and digital human capital management firms, in its recapitalization by Morgan Stanley Private Equity (“Morgan Stanley”).

Based in New York City, NY, 24 Seven is one of North America’s preeminent human capital management firms specializing in the placement of freelance and full-time creative, marketing, and digital talent. Through a network of nine U.S. and two international offices, the Company delivers advertising, creative, marketing, and interactive/ digital professionals for freelance and permanent placements. Clients include a combination of corporate marketing departments and marketing agencies. 24 Seven attracts and places high quality talent through a consultative relationship driven approach, and has demonstrated consistently strong growth and increasing profitability.

Celeste Gudas, Founder and CEO of 24 Seven stated, “We are excited to partner with Morgan Stanley and enter a new phase of growth. We are proud of the brand and market presence we have established and expect this new partnership to deliver significant value as we build upon our strong foundation. The CHILDS team and their relationships and knowledge of the sector helped us to identify the right partner for 24 Seven.”

“24 Seven is a differentiated high growth creative and digital staffing provider. We are pleased to have matched them with Morgan Stanley who understands the human capital landscape and will be an exceptional partner for the team moving forward,” said Dave Phillips, Director at CHILDS Advisory Partners.

### About 24 Seven, Inc.

Headquartered in New York City, NY, 24 Seven is a leading independent marketing, digital, and creative staffing agency in the United States that specializes in the placement of freelance and full-time talent across the retail, apparel, advertising, media, and beauty end markets. 24 Seven was founded in 2000 and currently operates nine U.S. offices and two international offices from where it services its diverse client base of over 2,000 customers.



### About Morgan Stanley Private Equity

Morgan Stanley, headquartered in New York City, NY, is a leading middle-market private equity platform that has invested capital in a broad spectrum of industries. Morgan Stanley focuses on privately negotiated equity and equity-related investments primarily in North America as well as Europe and seeks to create value through operational improvement.



### About CHILDS Advisory Partners

CHILDS Advisory Partners provides exceptional investment banking services to high-performing middle market businesses. Our unique combination of sector expertise, process excellence, and a deep, experienced team allows us to achieve successful outcomes for our clients. Collectively, our senior bankers have executed over 450 M&A and financing transactions. CHILDS is a member of FINRA and SIPC and is a registered broker-dealer. Please visit [www.childsadvisorypartners.com](http://www.childsadvisorypartners.com) for more information about our firm.



Please contact us to learn more about working with the CHILDS team:

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