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# Aptimus buys education-focused High Voltage

Tue Aug 22, 2006 12:12pm ET

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**MARKET VIEW**

**APTIM (Aptimus Inc )**

Last:	\$7.64
Change:	▲ +0.23 (+3.10%)
Revenue (ttm):	\$15.0M
EPS:	-0.03
Market Cap:	\$48.44M
Time:	3:58pm ET



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**AT THE HELM:**

**Robert Wrubel**  
President, Chief Executive Officer, Director

**Salary:** USD 126,917  
**Bonus:** USD 16,500  
**Age:** 39

Robert W. Wrubel has served as a director of Aptimus, Inc. since November 2001 and as President since October 2005. From June 2005 through September... [Full Bio](#)

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Aug 22 (Reuters) - Online advertising services provider Aptimus Inc. (APTM.O: [Quote](#), [Profile](#), [Research](#)) on Tuesday said it acquired High Voltage Interactive Inc., an Internet marketing firm, to boost its presence in the education market.

Aptimus will buy the company for \$6 million in cash and 200,000 of its restricted common stock.

It expects the deal to add at least \$1 million to its sales in the third quarter of 2006, and \$2 million to its fourth-quarter sales. The company continues to expect organic growth of more than 10 percent in the third quarter.

High Voltage will move its base from Sausalito, California to Aptimus' San Francisco facility and operate as a subsidiary.

High Voltage's Chief Executive Officer Paul Epstein will be the chief operating officer of the subsidiary and senior vice president of Aptimus. High Voltage will add 17 employees to Aptimus.

Aptimus shares rose nearly 3 percent to \$7.61 in midday trade on the Nasdaq. (Reporting by Anjali Shukla in Bangalore)

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**INDUSTRY VIEW**

How does [Aptimus, Inc.](#) compare to its industry peers?

P/E (12 mo. trailing)	<b>H/A</b>
Price to Sales (12 mo. trailing)	<b>Lower</b>
Dividend Yield	<b>Lower</b>
Sales Growth (12 mo. trailing)	<b>Lower</b>
EPS (12 mo. trailing)	<b>Lower</b>
ROI (12 mo. trailing)	<b>Lower</b>

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